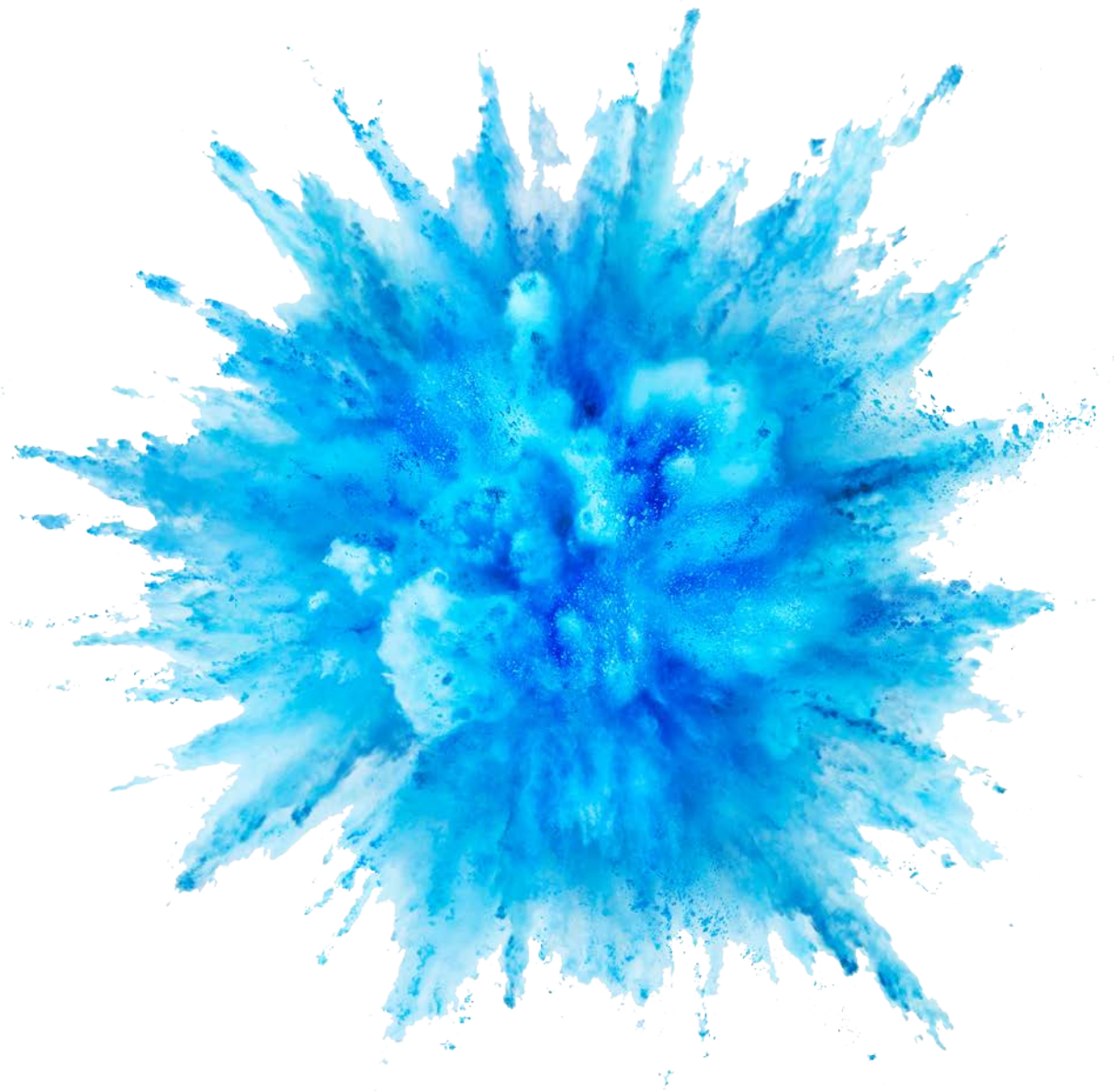


BRAND EQUITY AS A RELATIONSHIP DEFINITION TOOL

Defining the relationship between bottled water brands and Capetonian millennials during a time of drought



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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 or Higher Education Institution for degree purposes.

Contents

Abstract.....	1
1. Introduction	2
1.1 Rationale.....	3
1.2 Problem Statement	4
1.3 Research Goal	5
1.4 Research Questions	5
1.4.1 Primary.....	5
1.4.2 Secondary	6
1.5 Key Theories.....	6
1.6 Key Concepts.....	7
2. Literature Review	8
2.1 Introduction	8
2.2 Introduction to brand equity as theoretical foundation.....	9
2.2.1 Brand and brand relationship	10
2.2.2 Brand equity and the value of a brand.....	11
2.2.3 Brand resonance	12
2.3 Bottled water during a time of drought	13
2.4 Capetonian millennials during times of drought	14
3. Research Design and Methodology	16
3.1 Interpretivism as a paradigm to understand consumers	16
3.2 Research design	17
3.3 Population and sampling.....	18
3.4 Data collection	19

4. Data Analysis and Interpretation	20
4.1 Do you drink municipal tap water?	21
4.2 Did you drink municipal tap water before the drought?	22
4.3 Select all the sources you have used for drinking water during the drought	24
4.4 What is your main source of drinking water?	25
4.5 Do you drink bottled water?	27
4.6 Compared to all other sources... ..	28
4.7 Has the drought made you more aware of bottled water brands?.....	30
4.8 Name as many brands associated with bottled water as you can recall	31
4.9 Name and rank the top three bottled water brands in your opinion.....	32
4.10 Give the main reasons why you ranked your top brand as the best.....	35
4.11 Give the main reasons why you would rank a brand at the bottom of the list	37
4.12 Provide a minimum of 4 words that you associate with your top brand.....	39
4.13 How often do you purchase your top brand?	41
4.14 Do you recommend your top brand to others?.....	43
4.15 What do you do when your top brand is unavailable?.....	44
4.16 How often do you talk about your top brand?.....	45
4.17 How does your top brand engage with you?	47
4.18 Do you want your top brand to build a better relationship with you?	48
4.19 How do you feel about your top brand?	49
4.20 Year of Birth	51
4.21 Residence	52
4.22 Conclusion of results.....	54
5. Conclusion	56
5.1 Contribution.....	58
5.2 Ethical Considerations and Limitations	58

References60

Appendix A66

Appendix B72

Appendix C: Ethics Clearence Letter73

Appendix D: Originality Report.....74

Appendix E: Research Summary Table75

Abstract

Marketing literature states that the concept of brand equity originates from an attempt to define the relationship between customers and brands. This was yet to be tested. The aim of this research study was to explore Keller's customer-based brand equity (CBBE) model as a tool to define the brand relationship between bottled water brands and Capetonian millennials during a time of drought.

Keller's CBBE model claims that brand equity stems from the consciousness of customers, necessitating a qualitative research approach. To collect data, an online survey was distributed on social media and instant messaging platforms. This method allowed for more data from a bigger sample of Capetonian millennials. The brand equity pyramid associated with Keller's CBBE model inspired the questions in the survey. Data was also analysed and interpreted according to the dimensions of the CBBE pyramid.

The study found that there is merit to using Keller's CBBE model as a tool to define brand relationships. The results could identify the weak relationship between bottled water brands and Capetonian millennials, providing significant insight into the causes and reasons for the relationship. Those insights could be used to address relationship weaknesses in the effort to achieve brand resonance.

1. Introduction

Bernard Kelvin Clive, author of *The Art of Personal Branding* said, “The world is fast changing and until you [as a brand] learn to adapt and adjust to stand out from the masses, you will fade into oblivion” (Wheeler, 2016).

To demonstrate what Clive meant by his statement, the Kodak brand could be used as a good example. Their failure to understand the changing consumer lead to the collapse of their brand and ultimately bankruptcy in 2012 (Arnold, 2016). What makes this example significant is that Kodak pioneered digital photography, and the mere misunderstanding of their relationship with their customers lead to strategic missed opportunities that lead to the ruin of their brand (Arnold, 2016). It is therefore very clear that understanding the relationship between a brand and its customers is crucial to the survival and success of that brand, because the brand can use that understanding or insight to innovate, adapt and evolve to the needs of the customers.

In light of this, marketing literature states that the concept of brand equity originates from “an attempt to define the relationship between customers and brands” (Wood, 2000: 662). This suggests that brand equity can be used to understand the relationship between a brand and its customers. Brand equity refers to the inherent value of a brand (Klopper & North, 2015: 33), and is associated with two main models created by David Allen Aaker (Aaker, 1996) and Kevin Lane Keller (Keller, 2009) respectively. Keller’s model is more focused on the customer as a source of brand value and is known as the customer-based brand equity (CBBE) model. This research will therefore explore how this brand equity model can be used as a tool to define a relationship between brands and its customers.

The research has to be conducted in a context of a changing environment where the relationship between brands and customers could be affected. Cape Town is currently experiencing a drought, threatening the availability and quality of municipal tap water as a source of drinking water (Makhawana, 2017). This is an opportunity for bottled water brands to understand their relationship with Capetonian customers in context of this change in their environment. Insight into this relationship can reveal strategic opportunities for bottled water brands to innovate, adapt and evolve to the new situation that is developing in reference to the drought. This drought situation will therefore be used to explore how the customer-based brand equity (CBBE) model can define the relationship between bottled water brands and Capetonians.

Cape Town refers to a large area though, and includes a vast customer base for bottled water brands. Consequently, Capetonian millennials can be identified as a strategic segment of the market to target for this research. Millennials are currently the biggest group of consumers out of all the generational groups and will dominate the work force by 2025 (GfK, 2017). Millennials are also known for their influence on each other and other generational groups in shaping behaviour and purchase decisions (Case, 2016). For these reasons, understanding and establishing stronger relationships with millennials in Cape Town will be of strategic interest to bottled water brands. Consequently, this research will explore how the customer-based brand equity (CBBE) model can be used as a tool to define the relationship between bottled water brands and Capetonian millennials.

1.1 Rationale

This research is significant because Keller's customer-based brand equity (CBBE) model has never been used as a tool to define relationships between brands and customers in changing environments. If this research produces insight that suggests Keller's customer-based brand equity (CBBE) model to be effective in defining the relationship between brands and customers in changing environments, it could become an important tool in the marketing world to prevent misalignment between brands and customers, build strong relationships between brands and customers, identify strategic brand opportunities and generate high brand equity. Ultimately, customer-based brand equity (CBBE) as a tool could have the potential to prevent the collapse of brands.

On another level, this research could provide valuable understanding and insight into the minds of Capetonian millennials as brand equity inherently explores the consciousness of the customer and the relevant connections or associations that they make in reference to a brand. This could confirm global trends and beliefs about millennials or reveal idiosyncrasies that are specific to millennials in Cape Town or to a situation of drought. Either way, this will be valuable insight for any brand who wishes to target this specific generational group in Cape Town.

With a focus on bottled water brands, the results of this research should be significant for the bottled water industry. If the insights really define the relationship between bottled water brands and Capetonian millennials during this time of drought, the bottled water industry can use the results to innovate, adapt and evolve their brands to establish stronger relationships

with their customers and build towards higher brand equity. This can be particularly valuable if the drought spreads to other areas of South Africa as well.

As a Capetonian millennial, I am personally effected by the drought and experiencing the changing relationship to bottled water. In my personal opinion, bottled water brands are lacking in their efforts to establish a long-term relationship with me as a Capetonian millennial.

It is estimated that the need for safe drinking water in Cape Town will lean on the support from the bottled water industry, at least until the end of the year 2020 (Maharaj, 2017). This presents a timely opportunity for bottled water brands to establish a relationship with customers that could survive the Cape Town drought, especially in reference to millennials who will represent an estimated 75% of the international labour force by 2025 (Gfk, 2017).

1.2 Problem Statement

Marketing literature states that brand equity originates from “an attempt to define the relationship between customers and brands” (Wood, 2000). However, there is a gap in research where brand equity is explicitly used as a tool to define a relationship between customers and brands.

This research will look at the relationship between bottled water brands, where major retailers have reported increases in sales during January 2018 of up to 160% within six weeks (Cape Talk, 2018) and Capetonian millennials, who form part of the largest emerging global consumer market (GfK, 2017).

As the drought in Cape Town progresses, the quality and safety of tap water in Cape Town is of increasing concern as Day Zero remains a threat, dam levels become dangerously low (EWN, 2017) and chain messages declare tap water undrinkable (News24, 2018a).

Water from alternative sources like rainwater tanks, boreholes and natural springs is untreated and contains bacteria that could cause disease (Times Live, 2018). However, bottled water is treated and stringently tested by representative bodies like the South African National Bottled Water Association (SANBWA), making it one of the safer alternatives (Times Live, 2018).

Increasing reliance on the bottled water industry for safe drinking water suggests a new role for bottled water brands in Cape Town and consequently a new relationship with relevant customers.

This research will therefore aim to use customer-based brand equity (CBBE) as a tool to define the supposed new relationship between bottled water brands and Capetonian millennials during a time of drought.

1.3 Research Goal

The purpose of the proposed research study is to explore how Keller's customer-based brand equity (CBBE) model can be used as a tool to define the relationship between bottled water brands and Capetonian millennials during a time of drought.

The objectives related to this research involve the exploration of how Capetonian millennials connect and associate with their top bottled water brands. These connections and associations lie at the core of what defines a relationship and ultimately, brand equity.

The reason for focusing on the top bottled water brands amongst Capetonian millennials is to create a benchmark and gain insight into the DNA of the best relationships. This research study will use dimensions and tools associated with Keller's customer-based brand equity (CBBE) model in an effort to extract these insights accordingly.

1.4 Research Questions

1.4.1 Primary

When used as a tool, how does Keller's customer-based brand equity (CBBE) model act define the relationship between bottled water brands and Capetonian millennials during a time of drought?

1.4.2 Secondary

- What is the relationship between Capetonian millennials and their top bottled water brands?
- Do the insights gained from the research allow bottled water brands to innovate, adapt and evolve in relation to Capetonian millennials during a time of drought?

1.5 Key Theories

Keller's customer-based brand equity (CBBE) model lies at the core of this research and is inherently the principal theory related to this research. This theory identifies brand knowledge as the driving force behind a strong brand, which includes two dimensions: brand awareness and brand image (Keller, 2009).

Brand awareness refers to the degree that the customer is able to recognise and recall a brand (Keller, 2009). Brand image refers to types of brand associations, favourability of brand associations, strength of brand associations and uniqueness of brand associations (Keller, 2009).

The types of brand associations can be divided into attitudes associated with the brand, benefits associated with the brand (functional, experiential or symbolic) and attributes associated with the brand (Keller, 2009). These attributes can be product related or non-product related, which in the case of the latter can involve price, user and usage imagery, brand personality and feelings and experiences (Keller, 2009).

Another element to Keller's customer-based brand equity (CBBE) model is the associated customer-based brand equity (CBBE) pyramid. This pyramid refers to the building blocks related to building customer-based brand equity (Keller, 2009). The pinnacle of this pyramid is identified as brand resonance, and refers to the ultimate form of brand equity as a relationship (Keller, 2009). According to the pyramid, resonance is built on a foundation of brand salience, which refers to the concept of brand awareness identified in the customer-based brand equity (CBBE) model (Keller, 2009).

Brand performance and brand imagery builds on salience and refers to how the customers experience the brand to satisfy their functional needs and psychological or social needs respectively (Klopper & North, 2015:41).

The next section involves brand judgements and brand feelings, and refer to how the customers evaluate the brand and the emotional associations that the customers make with the brand respectively (Klopper & North, 2015:41).

This leads to brand resonance, where a relationship is determined through the nature, intensity and extent to which the customers engage with the brand (Klopper & North, 2015:41). Brand resonance involves concepts of loyalty, engagement, attachment and community (Keller, 2009).

These elements of Keller's customer-based brand equity (CBBE) model and pyramid will work together in answering the research questions and are instrumental in guiding the questions that will be used to collect relevant data.

1.6 Key Concepts

- Brand: A multidimensional construct that refers to an identity that represents a product or business (Bonchek & France, 2016)
- Brand Relationship: The relationship between customers and a brand (Fetscherin & Heinrich, 2014)
- Brand Equity: The inherent value of a brand (Klopper & North, 2015:33)
- Customer-Based Brand Equity (CBBE): The brand value based on customer perceptions, preferences and behaviour in response to differentiation created by brand knowledge (Farjam & Hongyi, 2015)
- Brand Associations: The connections a customer makes to a brand as a judgment according to their mental frame of reference (Farjam & Hongyi, 2015)
- Brand Resonance: The nature of the relationship customers have with a brand and the extent to which they feel 'in sync' with the brand (Keller, 2009)
- Brand Loyalty: The degree to which a customer will support the same brand again (Klopper & North, 2015:36)
- Millennials: The generation born between 1980 and 2000 (Stein, 2013)

2. Literature Review

2.1 Introduction

How does brand equity define a brand relationship? In practice, brand equity is a term that is generally used to indicate brand value (Keller, 2009). Marketing literature claims that the concept of brand equity stems from “an attempt to define the relationship between a customer and a brand” (Wood, 2000:662). This suggests that brand equity and the relevant dimensions associated with brand equity can be used to define a relationship between customers and brands (Ghani & Tuhin, 2016). This is yet to be explicitly investigated and evaluated.

The importance of brand equity in context of a business is demonstrated through the financial value implication where brand equity can be translated into an intangible financial asset to that business (Klopper & North, 2015:40). Higher brand equity equates to greater loyalty, increased receptiveness of customers to marketing communication, lower market vulnerability in reference to competition, and higher margins (Keller, 2009). This proposes that brand equity is related to business success and in turn, is fundamentally a result of the relationship between brands and customers. Even though this research will not evaluate the level of brand equity in relation to business success, the latter acts as strong motivation for the definition of the relationship between customers and brands.

This research refers to brand resonance as the ultimate goal of brand equity to measure and assess the efficiency of how brand equity defines the relationship between customers and brands (Keller, 2009). As brand equity is sourced from the mind of customers, focus is put on the subjective consciousness of customers in reference to brand equity dimensions (Keller, 2009). This necessitates qualitative research within an interpretivist approach for deeper insight into those consumer minds (Maree, 2016:33).

The context of this research involves a unique situation where the drought in Cape Town is threatening the quality and availability of municipal water, which in turn is increasing dependence on bottled water as a source of safe drinking water (Maharaj, 2017). This suggests a new relationship between bottled water brands and Capetonians, one that could potentially survive the drought if brand resonance is achieved.

With the prospects of a long-term relationship and looking at millennials as the largest generation of active consumers in the world, this research focused on Capetonian millennials and their relationship with bottled water brands (GfK, 2017).

2.2 Introduction to brand equity as theoretical foundation

To identify something is to establish what it is (Oxford Dictionaries, 2016). In context of identifying a relationship, the answer is complex and uses measurement of connection on a scale between extremes like good and bad, strong and weak or positive and negative (Fetscherin & Heinrich, 2014). Due to the complexity of identifying a relationship, the process requires understanding of the elements involved in a brand relationship and the environments in which they function.

Brand as a concept will be explained in the next section to create understanding of what a brand is and the role it plays in the relationship between customers and brands. This will create a deeper sense of what is meant when referring to bottled water brands as one of the focuses of this research. The analysis of the relationship between customers and brands illustrate the nature of their relationship and how it relates to brand value (Keller, 2009).

This leads to the introduction of brand equity to illustrate how and why brand equity models use elements of the relationship between customers and brands to measure brand value (Keller, 1996; Keller, 2009). This touches on the basis of what this research is about and why it is important.

Brand resonance is identified as the goal or ultimate form of brand equity according to Keller's customer-brand brand equity (CBBE) pyramid (Keller, 1996; Keller 2009; Klopper & North, 2015:42). Deeper investigation into the pyramid further demonstrates the direct link between brand relationship and brand value, and consequently brand equity (Keller, 2009).

Bottled water is then discussed in reference to bottled water brands, brand relationship and how the current environment is influencing the industry (Maharaj, 2017). This section will identify how customers relate to bottled water and the gaps in knowledge within that relationship in context of this research.

Finally, the customers that have been referred to in connection with brand relationship are specifically identified as Capetonian Millennials and discussed to create understanding

around why this generational group has been chosen as a subject of this research (GfK, 2017). The drought is brought into context of these customers and discussed in relation to how it may affect them (Maharaj, 2017; GfK, 2017). Through this, the opportunities for bottled water brands in the relationship between customers and brands are identified and discussed.

2.2.1 Brand and brand relationship

The term 'brand relationship' refers to the relationship between a customer and a brand (Fetscherin & Heinrich, 2014).

The definition in reference to the word 'brand' is widely attempted, criticised and debated (Bonchek & France, 2016). The concept has evolved dramatically from a mere sign or symbol for identification of a product or business, to a more multidimensional construct that refers to an identity that represents a product or business (Bonchek & France, 2016). This implies that a brand can have a personality, be experienced and evoke a relationship with customers (Fetscherin & Heinrich, 2014).

In psychology, the word relationship can be defined as a connection between entities where a binding, usually continuous association can influence feeling or action (Nugent, 2013).

The significance of a positive brand relationship is that it results in positive word of mouth, purchase intention and purchase behaviour and has the power to influence other potential or existing customers (Fetscherin & Heinrich, 2014). These results are based on customer feelings related to brand satisfaction and in a stronger sense, brand love and brand passion (Fetscherin & Heinrich, 2014).

In turn, a negative brand relationship can result in negative word of mouth, public complaining and brand avoidance (Fetscherin & Heinrich, 2014). This is the result of negative consumer sentiment towards a brand that can escalate to brand hate and is ultimately even more influential on prospective and existing customers, as negative information is more likely to be shared than positive information (Fetscherin & Heinrich, 2014).

Defining a brand relationship can therefore provide insights that a brand can use to instil greater engagement, differentiation and loyalty amongst their customers (Bonchek & France, 2016).

Marketing literature suggests that the concept of brand equity was born from an attempt to define the relationship between a customer and a brand (Wood, 2000). In fact, brand equity principles and dimensions have since been used to study brand relationship as a concept (Ghani & Tuhin, 2016).

This suggests a very strong correlation and overlapping connection between the concepts of brand relationship and brand value.

2.2.2 Brand equity and the value of a brand

Various definitions of brand equity exist in marketing literature (Keller, 1993). Generally speaking, brand equity can be understood as the value of a brand. In this context, the value is determined by the degree of favourable customer perceptions, associations and behaviour in reference to a brand and its products (Klopper & North, 2015:33-34).

The concept of value can therefore be seen as customer generated, created from negative or positive associations in the customer mind (Klopper & North, 2015:34). These negative or positive associations have a related value that is connected to that brand and can be interpreted as an intangible financial business asset (Klopper & North, 2015:34). Therefore, a brand with unfavourable or negative associations will have a low level of brand equity and will therefore be of lower value compared to a brand with favourable or positive associations that contributes to high brand equity.

In an attempt to better explain the sources of brand equity, David Allen Aaker and Kevin Lane Keller respectively developed two of the most widely acknowledged and utilised brand equity models in marketing literature (Klopper & North, 2015:34).

Aaker's model identifies five dimensions of brand equity namely brand awareness, brand loyalty, perceived quality, brand associations and other propriety brand assets (Aaker, 1996).

Keller's model uses brand knowledge as the basis of brand equity and divides the brand knowledge concept into two dimensions namely brand awareness and brand image (Keller, 2009). This model has a more explicit focus on the mind of the customer as a source of brand equity and Keller conceptualised this approach in his customer-based brand equity (CBBE) model (Klopper & North, 2015:38-40). As this research aims to evaluate how well brand equity defines a relationship between consumers and brands through subjective

customer consciousness, Keller's customer-based brand equity (CBBE) model is more appropriate for this research.

As mentioned, Lisa Wood defined brand equity on a more conceptual level as "an attempt to define the relationship between customers and brands" (2000:662). This suggests that gathering data in reference to the brand equity dimensions identified by Keller, should define the relationship between a brand and its customers. However, this is yet to be explicitly tested and the efficiency of brand equity as a relationship definition tool, yet to be evaluated.

Ultimately, understanding how a customer connects with a brand will enable a brand to communicate more strategically with its customers and build better long-term relationships (Keller, 2009).

2.2.3 Brand resonance

From Keller's customer-based brand equity (CBBE) model, he developed a pyramid to illustrate the building blocks for achieving significant brand equity (Keller, 2009). The pinnacle of this pyramid is identified as brand resonance, which refers to the nature of the relationship and intensity of the psychological connection between customers and brands (Keller, 2009).

The first step to achieving brand resonance is to establish proper brand identity and brand awareness amongst customers, categorised in the pyramid by the term brand salience (Keller, 2009).

The second step is to create meaningful associations with the brand by establishing brand performance, which refers to how well the brand meets customers' functional needs; and brand imagery, which refers to how well the brand and its differentiated offer relates to the customers' psychological needs (Keller, 2009).

The third step is to elicit positive customer responses to the brand through positive brand judgments, which refers to customers' personal evaluations of a brand; and brand feelings, which refers to customers' emotional connection related to the brand (Keller, 2009).

The fourth and final step is brand resonance. Brand resonance is synonymous with brand loyalty and can be divided into four relevant dimensions: loyalty, engagement, attachment and community (Keller, 2009).

Loyalty refers to how often the customer purchases the brand, while engagement refers to the customer's willingness to invest personal resources like time and money into the brand, over and above the purchase or consumption of that brand (Keller, 2009). Loyalty and engagement therefore reveals how active the brand relationship is.

Attachment refers to how the customer views and associates with the brand, while community involves the customer's feeling of affiliation with others who associate with the brand (Keller, 2009). Therefore, attachment and community reveals how intense the brand relationship is.

Ultimately, if the customer-based brand equity (CBBE) pyramid aims to build strong brand equity and brand resonance is at the top, it means that a strong brand relationship is the ultimate form of brand equity. It also means that brand resonance dimensions could then be used as measurement to evaluate the strength of the relationship.

2.3 Bottled water during a time of drought

In the context of drinking water, the tap water versus bottled water debate is well established on a global scale. The debate stems from a perceived irrationality of the customer to choose bottled water over tap water when there is no significant difference between the two, especially when bottled water has a heavier footprint when it comes to the environment (Viscusi, Huber & Bell, 2015).

Despite this view, bottled water is the largest beverage category by volume in the US and UK, and global bottled water consumption is still on the rise (Qian, 2018; Insight Survey, 2017). To understand why, research has been done on the private rationality and behaviour around bottled water consumption (Viscusi, Huber & Bell, 2015; Qian, 2018). The three main reasons include customer perception that bottled water is safer than tap water, the perception that bottled water tastes better than tap water and that bottled water is a more convenient product to consume compared to tap water (Viscusi, Huber & Bell, 2015; Qian, 2018).

The trend of increased bottled water consumption is mirrored in the South African market (Maharaj, 2017). The drought in Cape Town however, is creating a situation where the availability of tap water is under threat and the dependency on bottled water as a source of

drinking water is increasing. This trend is projected to remain a driver in the market until the end of the year 2020 (Maharaj, 2017).

In light of this new dependency, the reasons surrounding bottled water consumption changes from a choice to consume bottled water over tap water, to a choice to consume one brand of bottled water over another. The main reasons for bottled water consumption over tap water consumption can be modified to the latter situation. This would include customer perception that a brand or brands of bottled water are safer than others, that a brand or brands of bottled water tastes better than others and that a brand or brands of bottled water are more convenient to consume than others.

There are already identifiable discrepancies though, as the contrast in ease of consumption between bottled water brands is in no way as dramatic as the ease of consumption between tap water and bottled water brands, and could lose its validity as a main reason. This is yet to be tested, as the strong focus on the tap water versus bottled water debate has left a gap in marketing literature about how bottled water brands compete with each other, if and when tap water is not an option.

As the reasons for choosing bottled water over tap water focused on the perceived benefits of bottled water over tap water, it can be deduced that the reasons for choosing a brand or brands of bottled water over others will involve the perceived benefits of a brand or brands of bottled water over others. This introduces perceived customer benefits surrounding different types of bottled water, sources of bottled water, taste, PH levels, mineral content, packaging and safety (Griffin, 2017).

Yet, it is unclear how the dependence on bottled water for safe drinking water in Cape Town is affecting the brand relationship between bottled water brands and Capetonians. This research will aim to use brand equity to get more insight into this relationship, particularly in reference to Capetonian millennials.

2.4 Capetonian millennials during times of drought

Millennials refer to the generation born between 1980 and 2000 (Stein, 2013). This generation makes up around 27% of the total population. Millennials are therefore the biggest generation of active customers in the world and they will represent 75% of the total work force by 2025 (GfK, 2017).

This suggests that millennials are a significant generation to build strong relationships with for long-term prospects. Bottled water brands have enough time and opportunity to instil brand equity amongst Capetonian millennials and ensure brand resonance long after the end of the drought. In context of this research, defining the relationship between bottled water brands and Capetonian millennials should empower these brands to work towards brand resonance.

A global definition for millennials regard them as highly educated, aspirational, digitally focused and in need of fast or instant results or gratification (GfK, 2017). Bottled water brands will therefore need to align their marketing strategies accordingly if they intend to achieve brand resonance with this generation.

The fact that bottled water brands inherently and immediately solve the problem of the unavailability of tap water and eliminate the need for waiting for drinkable municipal water if Day Zero happens, is a firm foot in the door to millennials as it already forces awareness, and talks to millennials' need for fast or instant results or gratification.

Bottled water brands however, have little to no presence on digital channels and social media platforms. This is a significant gap, as the majority of millennials believe that digital channels and social media platforms enhance relationships (Accel & Quatrics, 2017), even to the degree of sacrificing their interpersonal communication skills (Hooker, 2016). In fact, recent research claims that 42% of millennials check in on social media platforms within every five hours (Accel & Quatrics, 2017).

The drought is creating fear amongst Capetonians, and consequently Capetonian millennials (Fin24, 2018; News24, 2018b). Interestingly, research has shown that relative to emotions of excitement, happiness or sadness, fear can result in higher emotional brand attachment, due to a heightened desire for affiliation as an interpersonal coping mechanism (Dunn, 2014). Keeping in mind that attachment is one of the dimensions of brand resonance, this suggests an opportunity for bottled water brands to use the fear and the need for affiliation to develop a stronger brand attachment with Capetonian millennials during a time of drought.

2.5 Conclusion

The claim that brand equity is an attempt to define the relationship between customers and brands suggests that brand equity can be used as a tool to define brand relationship (Wood, 2000). This is yet to be explicitly tested and evaluated.

Brand relationship refers to the associations that customers make in their minds in relation to a brand (Fetscherin & Heinrich, 2014). Based on the sentiment of those associations, a value is attributed to that brand and this value is conceptualised as brand equity (Fetscherin & Heinrich, 2014). Brand relationship therefore determines brand equity.

With a stronger focus on the mind of the customer as a source of brand equity, Keller's customer-based brand equity (CBBE) model is the most appropriate reference to evaluate how brand equity defines a relationship (Keller, 2009). The customer-based brand equity (CBBE) pyramid identifies brand resonance as the ultimate form of brand relationship and consequently, brand equity (Keller, 2009). Therefore, the dimensions of brand resonance can be used to measure the degree and nature of brand relationship, ultimately defining what that relationship is.

The drought in Cape Town is an opportunistic context to define the relationship between bottled water brands and Capetonian millennials. The threat on tap water availability as a source of drinking water creates a situation where dependency on bottled water is projected to be long-term (Maharaj, 2017). This is an opportunity for bottled water brands to establish brand resonance with millennials as the largest generation of active customers in the world (GfK, 2017).

Therefore, this research will gather and evaluate qualitative data based on customer-based brand equity (CBBE) dimensions to define the brand relationship between bottled water brands and Capetonian millennials.

3. Research Design and Methodology

3.1 Interpretivism as a paradigm to understand consumers

According to Keller, the customer-based brand equity (CBBE) model is based on the premise that "the power of a brand lies in the minds of customers" (2009:143). To understand

and gain insight into the minds of customers, sources of brand equity can be explored in relation to the subjective consciousness of customers through qualitative research (DeFranzo, 2011).

This inquiry lends itself to an interpretivist paradigm where reality is viewed as a social construct, resulting from human consciousness and subjective perception (Research Methodology, 2016).

It also leads to an idiographic approach as the research focused on Capetonian millennial individuals and creating in-depth understanding of those individuals (Maree, 2016:34). This assumption and approach allows the research to explore, interpret and understand the underlying meanings, themes and intentions behind the expressions in the qualitative data, to gain insight into the Capetonian millennials' customer mind through brand equity dimensions of bottled water brands.

3.2 Research design

This research will take an interpretivist or anti-positivist approach as it aims to explore and gather insight into the subjective consciousness of Capetonian millennials in relation to the dimensions of customer-based brand equity (CBBE) of bottled water brands. This implies that the researcher is subjectively immersed in the research (Maree, 2016:36).

This leads to a nominalist assumption as the research will explore millennials' perceptions around bottled water brands, as created by consciousness. This ontological assumption sees social reality through words and names conceptualised within the consciousness of individuals (Maree, 2016:33).

In turn, an interpretive stance will be adopted, as qualitative research will require interpretation to process and make sense of the data collected. This includes the interpretation of meaning behind the obvious meaning of the data.

It will be assumed that both determinism and voluntarism will play a role to some degree, as this research wants to be open to both assumptions. In reference to the nominalist approach however, the research will lean towards voluntarism.

An idiographic approach will focus the research on understanding the individual for in-depth understanding of individual consciousness. The collective data from individual responders will be analysed and interpreted accordingly.

The research is exploratory as the research aims to explore how Keller's customer-based brand equity (CBBE) model can be used to define a brand relationship, which has never been explicitly researched before.

Empirical research will be done to collect qualitative data in reference to exploring how customer-based brand equity (CBBE) defines the relationship between Capetonian millennials and bottled water brands through personal connections and associations made in customer consciousness.

Inductive reasoning will be used in the sense that data will be collected and then trends or patterns will be identified and conclusions will be drawn accordingly from that data (Bradford, 2017).

Phenomenology is a qualitative research design that explores how people subjectively experience or makes sense of the world around them and aims to identify the different ways that responders experience or think about a certain phenomenon (Maree, 2016:77).

For the purposes of this research, a cross-sectional approach will be adopted, as it will give a once-off snapshot of a given point in time to explore change at a societal level (University College London, 2017). This initial snapshot into the situation could initiate a longitudinal approach in further research.

3.3 Population and sampling

The unit of analysis for this research was millennial individuals in Cape Town.

According to the socio-economic profile report published in 2017 by the City of Cape Town, the metro serves a projected population of 4 014 765 people, of which an estimated 1 126 000 are millennials (2017:5). This means that out of the total population that the Cape Town municipality serves, 28% are millennials. This projection correlates with the statistic that millennials constitute 27% of the total South African population, which makes them the biggest generational group of active customers (GfK, 2017).

Millennials refer to persons born between 1980 and 2000 (Stein, 2013) and are predicted to represent an estimated 75% of the international labour force by 2025 (GfK, 2017). In South Africa, 94% of millennials own a device that can access the internet (GfK, 2017). This means that the vast majority of Capetonian millennials have access to social media, where

Facebook enjoys the most active monthly users out of all social media platforms in South Africa (We Are Social, 2017). An online survey distributed on social media was therefore used as a tool to collect data.

From the large Capetonian millennial population, a sample of 102 participants was obtained through the non-probability sampling method of convenience or voluntary sampling. This method is justified in that it involves the testing of a measuring instrument (Maree, 2016:197), in this case being Keller's customer-based brand equity (CBBE) model as a relationship definition tool. Using an online survey was also conducive to limited time and financial resources, allowing strategic allocation to analysis of the data. The main reason however, is that this method allowed more data to be collected from a bigger sample. This is why even though interviews were considered; the available time and resources would not have allowed data collection that would generate a sample representative of the Capetonian millennial population.

An online survey also allowed maximum convenience to a wider scope of participants and minimised external factors that could influence responses. For example, in an interview, the participant could feel that they should give an expected answer, instead of a truthful one. This method ensured a better chance to receive truthful responses, which is valuable when the aim is to understand the real feelings and associations of Capetonian millennials around their top bottled water brands during a time of drought.

3.4 Data collection

The online survey was created on Google Forms and contained nineteen multiple choice and open-ended questions with two additional questions pertaining to the eligibility of the participant to take part in the study. Please see Appendix A.

The introduction to the survey explained the terms and conditions associated with completing the survey. Essentially, it disclosed that participation was anonymous and that the responses may be used or quoted in this research study by a student from Vega in Cape Town. It also managed expectation by stating how many questions there were and thanked participants for their time and willingness to be part of the study.

The survey had three sections, the first one creating context about water consumption during the drought, introducing bottled water into the "discussion". The second section went into

deeper, open-ended questions about bottled water brands based on the dimensions of Keller's customer-based brand equity (CBBE) pyramid. These include brand salience, brand performance, brand imagery, brand judgements, brand feelings and brand resonance. The third and final section asked for the year of birth and residence of the participants to confirm their eligibility for the survey.

As per Appendix B, the online survey was posted on Facebook groups, namely Smile Water Warriors and South African Water Warriors. It was also posted on this researcher's personal Facebook page and sent via WhatsApp to all contacts who were eligible for the study. The WhatsApp message asked contacts to distribute the survey to others who may be eligible.

4. Data Analysis and Interpretation

Once the data was collected, it will be systematically analysed. As the research design has an approach related to phenomenology, the data analysis process was based on hermeneutics. This approach to data analysis involves the deciphering of data to reveal levels of meaning in reference to the literal meaning implied in the result (Maree, 2016:111).

In the context of this study, meaning was interpreted in reference to brand salience, brand performance, brand imagery, brand judgement, brand feelings and brand resonance. For example, if a respondent explained a loving feeling towards a particular brand of bottled water, it was interpreted as a strong, positive association considered under the brand feelings column of the CBBE pyramid. The result of each question was considered as part of a whole, in an attempt to make sense of the bigger picture.

Inductive reasoning allowed findings to emerge freely and organically from the raw data (Maree, 2016:109).

In this research design, the researcher is immersed in the process and becomes a part of the study. To ensure trustworthiness and rigour of the results, this researcher put personal biases aside in a concept known as bracketing (Maree, 2016:77). Bracketing involves the process of documenting the analysis process in a way that allows others to see how conclusions were reached, so biases can be identified.

The findings are communicated in a narrative way. The format of the analysis is an introduction to the results of each question in table and graph or image form. That question is individually analysed, triangulated with the results of previous questions and then

interpreted in reference to the dimensions of Keller's customer-based brand equity (CBBE) pyramid.

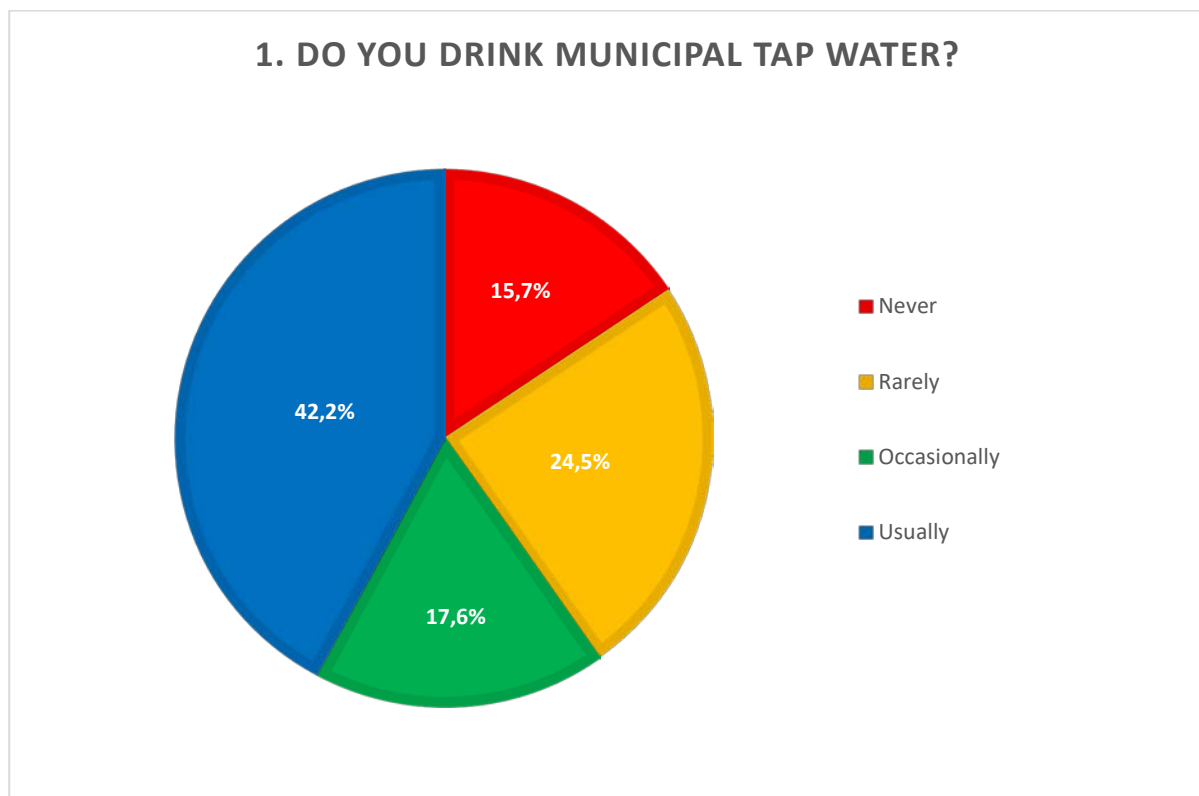
4.1 Do you drink municipal tap water?

Table 1 and Graph 1 illustrate the results of the following question to Capetonian millennials during this time of drought: Do you drink municipal tap water? Answers were limited to the four options specified in Table 1.

TABLE 1

DO YOU DRINK MUNICIPAL TAP WATER?	
NEVER	16
RARELY	25
OCCASIONALLY	18
USUALLY	43

GRAPH 1



The results indicate that 42.2% of the sample drink municipal tap water on a usual basis. This suggests that 57.8% of the sample group usually drinks water from alternative sources. The fact that 17,6% occasionally drink tap water would suggest that they prefer an alternative source, but still consider tap water a reputable choice. The graph illustrates that 24.5% might drink tap on a rare occasion and 15.7% never do, combining into a considerable 40.2% of the sample.

If this sample is representative, these results suggest that more than half of Capetonian millennials use alternatives to tap water for main sources of drinking water.

In light of this study, it is important to note that bottled water is an alternative to tap water and that the results suggest scope for a relationship with Capetonian millennials.

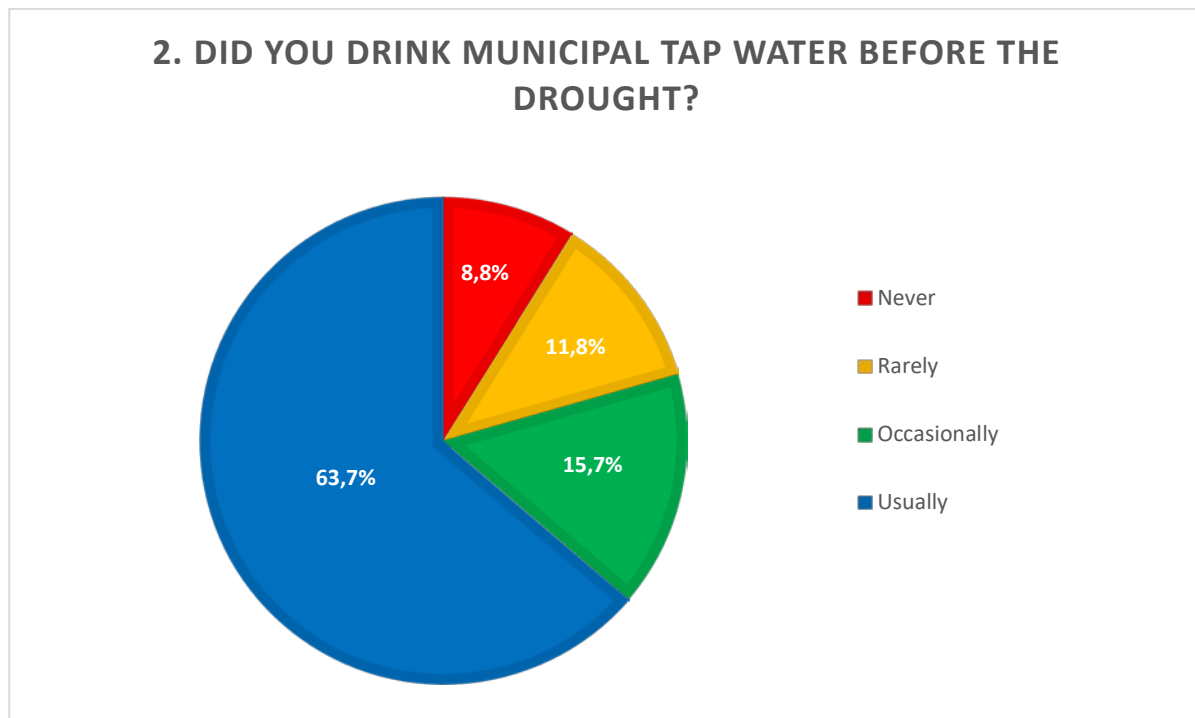
4.2 Did you drink municipal tap water before the drought?

Table 2 and Graph 2 illustrate the results of the following question to Capetonian millennials during this time of drought: Did you drink municipal tap water before the drought? Answers were limited to the four options specified in Table 2.

TABLE 2

DID YOU DRINK MUNICIPAL TAP WATER BEFORE THE DROUGHT?	
NEVER	9
RARELY	12
OCCASIONALLY	16
USUALLY	65

GRAPH 2



The results indicate that before the drought, 63.7% of Capetonian millennials drank municipal tap water on a usual basis. When comparing Graph 1 with Graph 2, the results suggest that the drought caused a notable 21.5% decrease in usual tap water drinkers amongst Capetonian millennials. With a mere 1.9% increase in occasional tap water drinkers since the drought, a more significant 12.7% increase is noted amongst Capetonian millennials who rarely drink tap water and 6.9% increase amongst those who never drink tap water.

The results prove that the drought has resulted in behavioural change around municipal tap water consumption. The dramatic decrease of usual tap water drinkers suggests that Capetonian millennials are looking to other sources for drinking water during this time of drought. Losing the majority of that 21.5% to respondents who never and rarely drink tap water suggests that usual tap water drinkers have found sustainable alternatives.

Again, it is important for this study to note bottled water as an alternative to tap water and recognise the considerable change amongst Capetonian millennials to alternatives for main sources of drinking water during the time of drought.

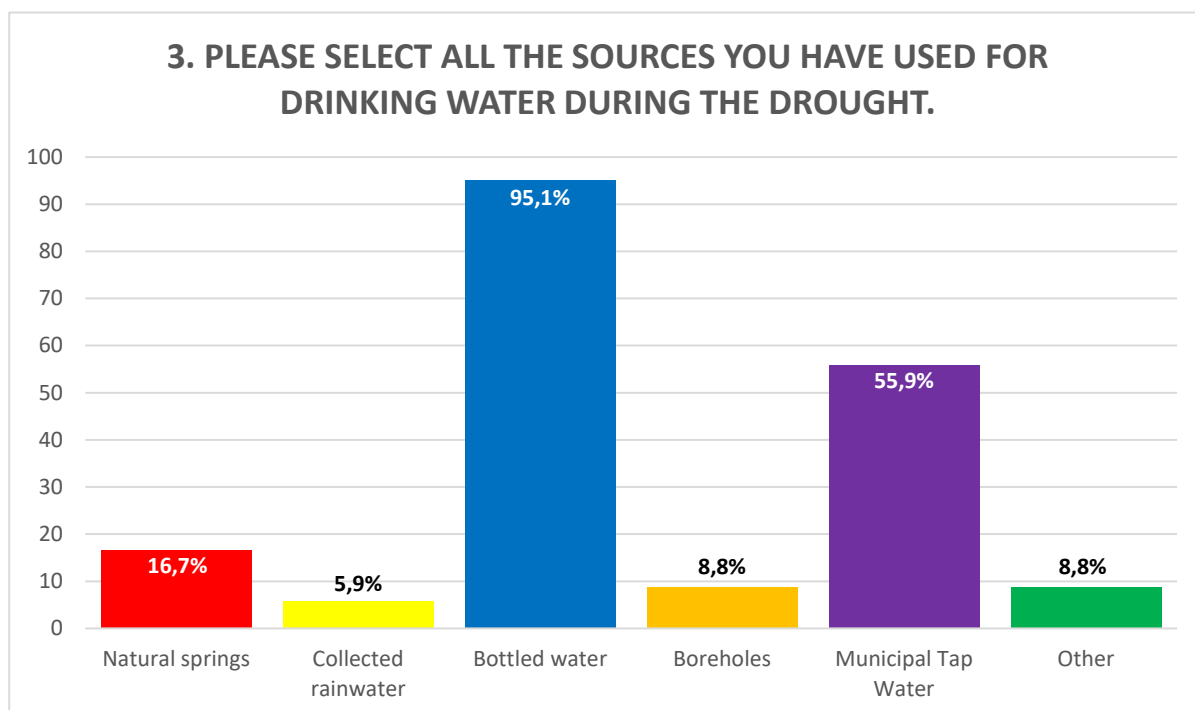
4.3 Select all the sources you have used for drinking water during the drought

Table 3 and Graph 3 illustrate the results of the following instruction to Capetonian millennials during this time of drought: Please select *all* the sources you have used for drinking water during the drought. Answers were limited to the six options specified in Table 3. The 'Other' option allowed respondents to stipulate additional sources they deemed worthy of mentioning.

TABLE 3

PLEASE SELECT ALL THE SOURCES YOU HAVE USED FOR DRINKING WATER DURING THE DROUGHT	
NATURAL SPRINGS (LIKE IN NEWLANDS AND MUIZENBERG)	17
COLLECTED RAINWATER	6
BOTTLED WATER	97
BOREHOLES	9
MUNICIPAL TAP WATER	57
OTHER	9

GRAPH 3



The results indicate that 95.1% of Capetonian millennials have used bottled water as a source of drinking water during the drought, considerably more so than tap water and significantly more than other alternatives.

Keeping in mind that the results from question one and two established that tap water had seen a considerable decrease in usual drinkers during the drought, Graph 3 illustrates that the majority of them might now consider bottled water as their main source of drinking water during the drought.

This is significant to the study, because the behaviour suggests that almost all Capetonian millennials have consumed bottled water during the drought, which could translate into awareness of associated bottled water brands.

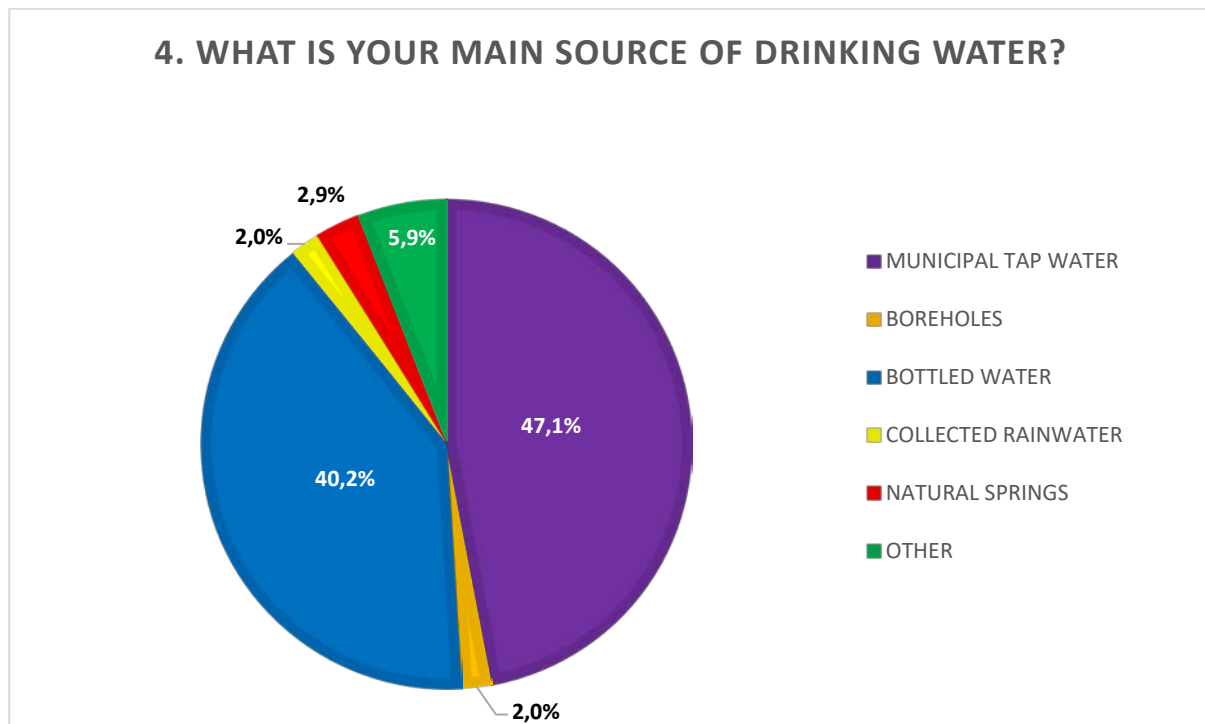
4.4 What is your main source of drinking water?

Table 4 and Graph 4 illustrate the results of the following question to Capetonian millennials during this time of drought: What is your main source of drinking water? Answers were limited to the six options specified in Table 4. The 'Other' option allowed respondents to stipulate additional sources they deemed worthy of mentioning.

TABLE 4

WHAT IS YOUR MAIN SOURCE OF DRINKING WATER?	
MUNICIPAL TAP WATER	48
BOREHOLES	2
BOTTLED WATER	41
COLLECTED RAINWATER	2
NATURAL SPRINGS (LIKE IN NEWLANDS AND MUIZENBERG)	3
OTHER	6

GRAPH 4



The results indicate that municipal tap water remains the main source of drinking water amongst Capetonian millennials during this time of drought. 52.9% of the sample uses alternatives to tap water for main sources of drinking water, of which 40.2% uses bottled water.

This proves that municipal tap water and bottled water are the two main sources of drinking water amongst Capetonian millennials during this time of drought. It suggests that the dramatic decrease around tap water consumption as analysed in question two could be attributed to an increase in bottled water consumption. The results prove that out of all the alternatives to tap water, bottled water is the main alternative source of drinking water amongst Capetonian millennials during this time of drought.

Interestingly, 40.2% of respondents either indicated that they never or rarely drank municipal tap water in question one. 40.2% of respondents in these results indicated bottled water to be their main source of drinking water. This could suggest that the respondents who regard bottled water as their main source of drinking water never or rarely drink tap water.

In reference to this research, it demonstrates how the drought has notably changed the behaviour around bottled water consumption, confirming a different relationship between Capetonian millennials and bottled water brands during this time of drought.

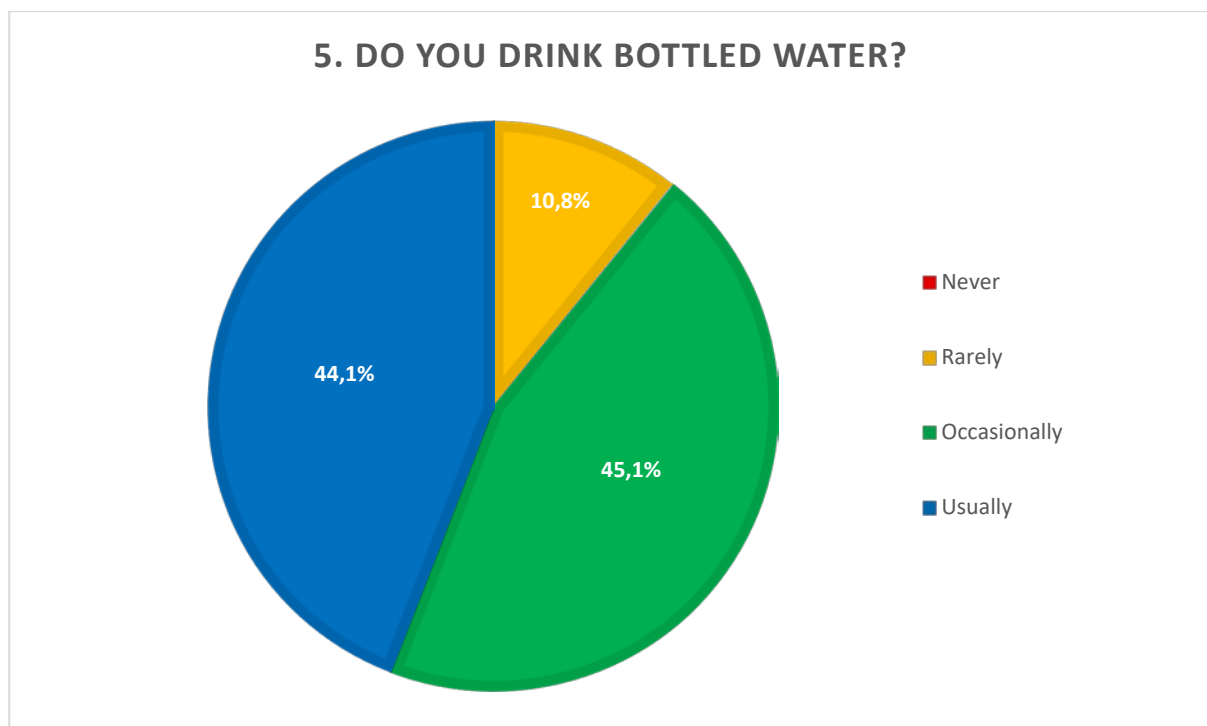
4.5 Do you drink bottled water?

Table 5 and Graph 5 illustrate the results of the following question to Capetonian millennials during this time of drought: Do you drink bottled water? Answers were limited to the four options specified in Table 5.

TABLE 5

DO YOU DRINK BOTTLED WATER?	
NEVER	0
RARELY	11
OCCASIONALLY	46
USUALLY	45

GRAPH 5



These results indicate that 44.1% of the sample drink bottled water on a usual basis. A larger percentage of the sample drink bottled water occasionally. Significantly, all Capetonian millennials drink bottled water during this time of drought.

This indicates that even though 55.9% of respondents may have other main sources of drinking water, the 45.1% majority will still drink bottled water on occasion.

While the results in question three showed that 95.1% of respondents have used bottled water during the drought, this result confirms that all of them have and demonstrates that 82.2% drink bottled water on a usual and occasional basis.

These results are significant to the study because the level of bottled water consumption suggests broad awareness of bottled water brands amongst Capetonian millennials during this time of drought. This will effect brand salience, the base of the customer-based brand equity (CBBE) pyramid.

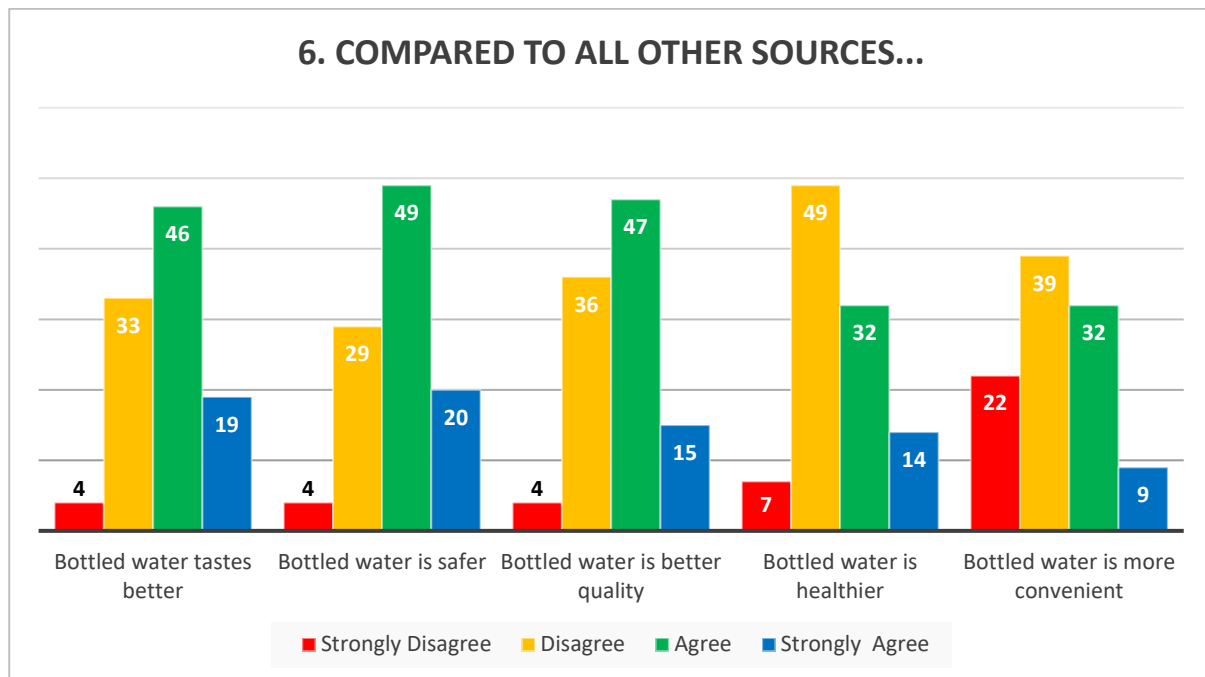
4.6 Compared to all other sources...

Table 6 and Graph 6 illustrate the results of the reactions of Capetonian millennials to the statements in Table 6 during this time of drought. Answers were limited to the four options specified in Table 6.

TABLE 6

COMPARED TO ALL OTHER SOURCES...	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE
BOTTLED WATER TASTES BETTER	4	33	46	19
BOTTLED WATER IS SAFER	4	29	49	20
BOTTLED WATER IS BETTER QUALITY	4	36	47	15
BOTTLED WATER IS HEALTHIER	7	49	32	14
BOTTLED WATER IS MORE CONVENIENT	22	39	32	9

GRAPH 6



The results demonstrate that the taste, safety and quality of bottled water is perceived to be better than other sources amongst Capetonian millennials during this time of drought. It also demonstrates that bottled water is not perceived to be healthier or more convenient than other sources within the sample. Keeping in mind that all Capetonian millennials drink bottled water during the drought as indicated in question six, these results indicate why.

While the results also indicate associations with bottled water in reference to performance and judgements, it also indicates the strength of that association. This was achieved by offering the respondents to either 'agree' or 'strongly agree' for example. The majority of the sentiment in the responses were not strong.

This is important for the study because Keller's customer-based brand equity (CBBE) pyramid builds on brand salience with brand performance, imagery, judgements and feelings (Keller, 2009). These associations are evaluated by strength, favourability and uniqueness (Keller, 2009). For example, predominant strong and positive associations could indicate a strong and positive relationship.

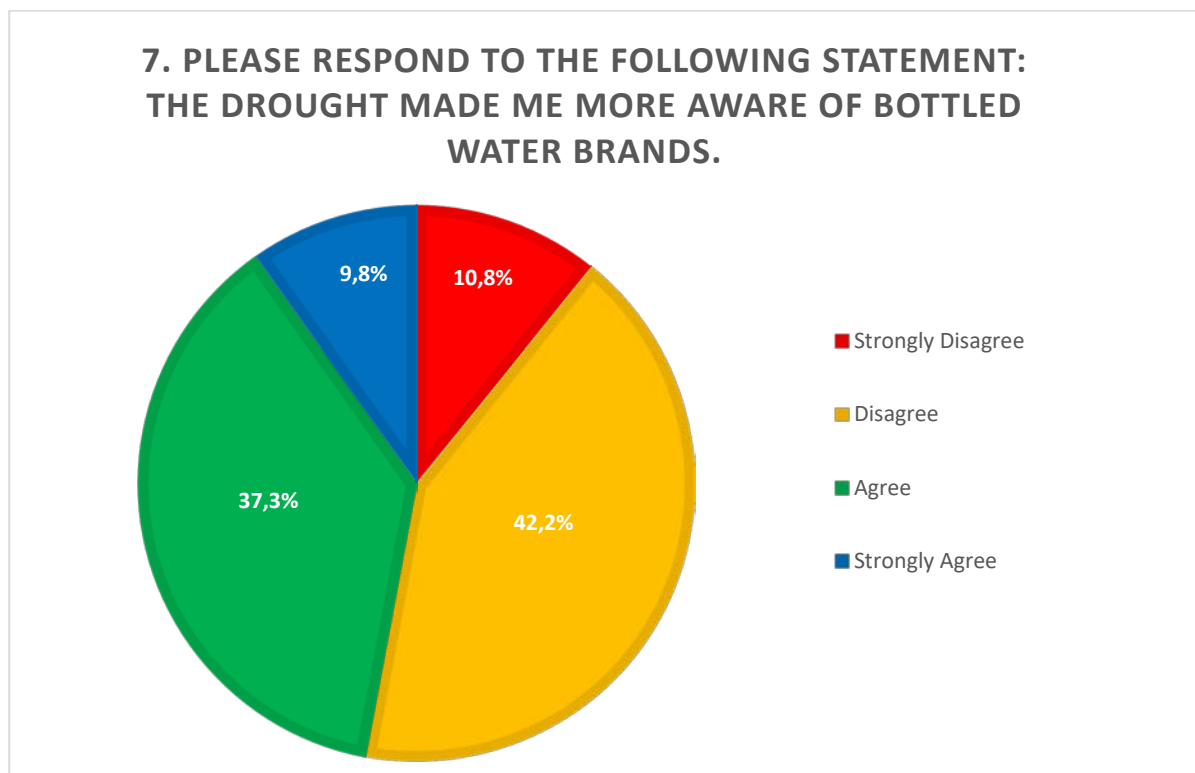
4.7 Has the drought made you more aware of bottled water brands?

Table 7 and Graph 7 illustrate the results of the reactions of Capetonian millennials to the following statement during this time of drought: The drought made me more aware of bottled water brands. Answers were limited to the four options specified in Table 7.

TABLE 7

PLEASE RESPOND TO THIS STATEMENT: THE DROUGHT MADE ME MORE AWARE OF BOTTLED WATER BRANDS	
STRONGLY DISAGREE	11
DISAGREE	43
AGREE	38
STRONGLY AGREE	10

GRAPH 7



The previous questions addressed bottled water generically. This was the first question to specifically mention bottled water brands.

These results confirm that the drought has made 47.1% of the sample more aware of bottled water brands. This is almost half of the sample, and illustrates the extent of influence that the drought is having on awareness of bottled water brands.

Triangulating these results with the results in questions three and five that demonstrate that all Capetonian millennials drink bottled water during the drought, suggests broad awareness of bottled water brands.

4.8 Name as many brands associated with bottled water as you can recall

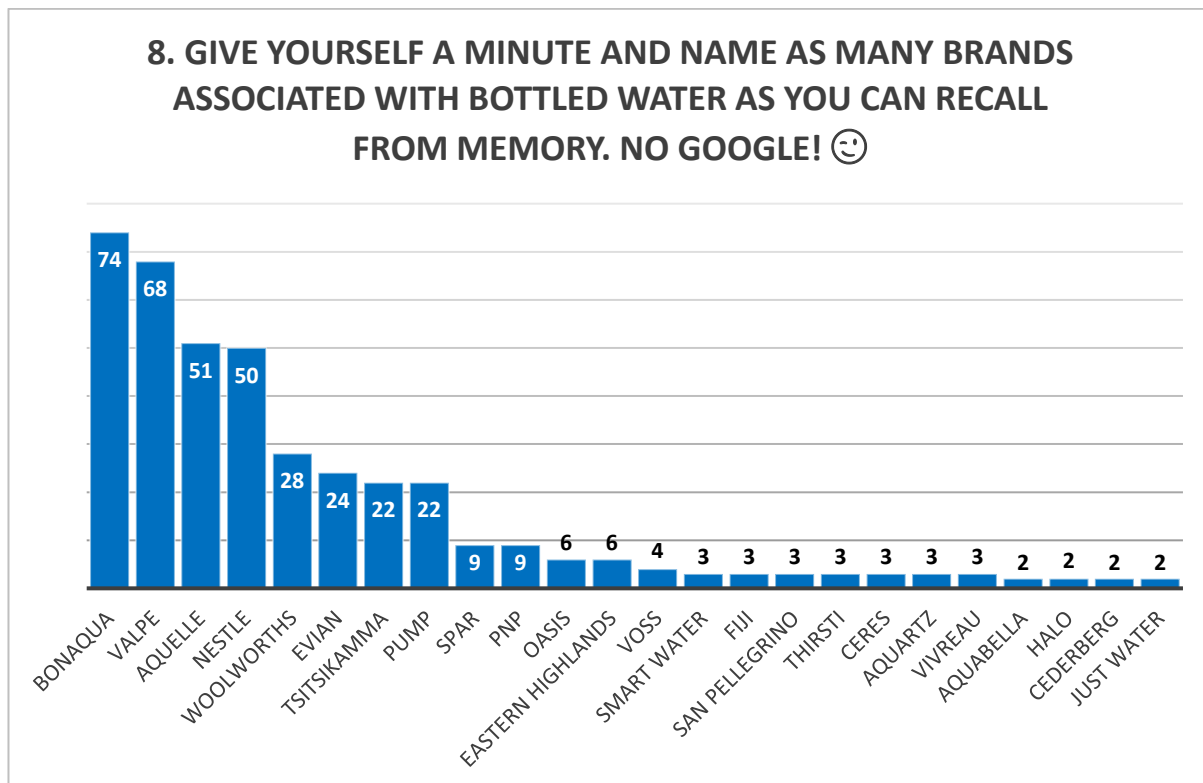
Table 8 and Graph 8 illustrate the results of the following instruction to Capetonian millennials during this time of drought: Give yourself a minute and name as many brands associated with bottled water as you can recall from memory. No Google. 😊

TABLE 8

GIVE YOURSELF A MINUTE AND NAME AS MANY BRANDS ASSOCIATED WITH BOTTLED WATER AS YOU CAN RECALL FROM MEMORY. NO GOOGLE! 😊				
BONAQUA	74		WITZENBERG	1
VALPE	68		CALEDON	1
AQUELLE	51		MOUNTAIN FALLS	1
NESTLE	50		SELTZER	1
WOOLWORTHS	28		VERVE	1
EVIAN	24		AQUA PURA	1
TSITSIKAMMA	22		ACQUA PANNA	1
PUMP	22*		CLICKS	1
SPAR	9		HENTIES	1
PNP	9		WATERBERG	1
OASIS	6		CLOVER	1
EASTERN HIGHLANDS	6		PURINA	1
VOSS	4		BENE	1
SMART WATER	3		MOUNTAIN FALLS	1
FIJI	3		H2O	1
SAN PELLEGRINO	3		AURA	1
THIRSTI	3		PERRIER	1
CERES	3		GIANT	1
AQUARTZ	3		BODY FUEL	1
VIVREAU	3		VITAMIN WATER	1
AQUABELLA	2		KAROO	1
HALO	2		VIDA	1
CEDERBERG	2		MEGA ICE	1
JUST WATER	2			

*Pump is a Bonaqua product

GRAPH 8



Note that brands with less than two mentions were not included in Graph 8. It is also interesting to note that Pump is a Bonaqua brand, and adding the two mentions together will put Bonaqua in a more considerable lead.

There was a total of 425 brand mentions amongst the 102 respondents. This averages out to four brands per respondent.

This is relevant to the study because brand recall as an element of brand knowledge in the customer-based brand equity (CBBE) model and contributes to brand salience in the customer-based brand equity (CBBE) pyramid. Brand recall is more significant than brand recognition and the average of four brand mentions per respondent displays a strong awareness of different brands, which translates into a broad awareness.

4.9 Name and rank the top three bottled water brands in your opinion

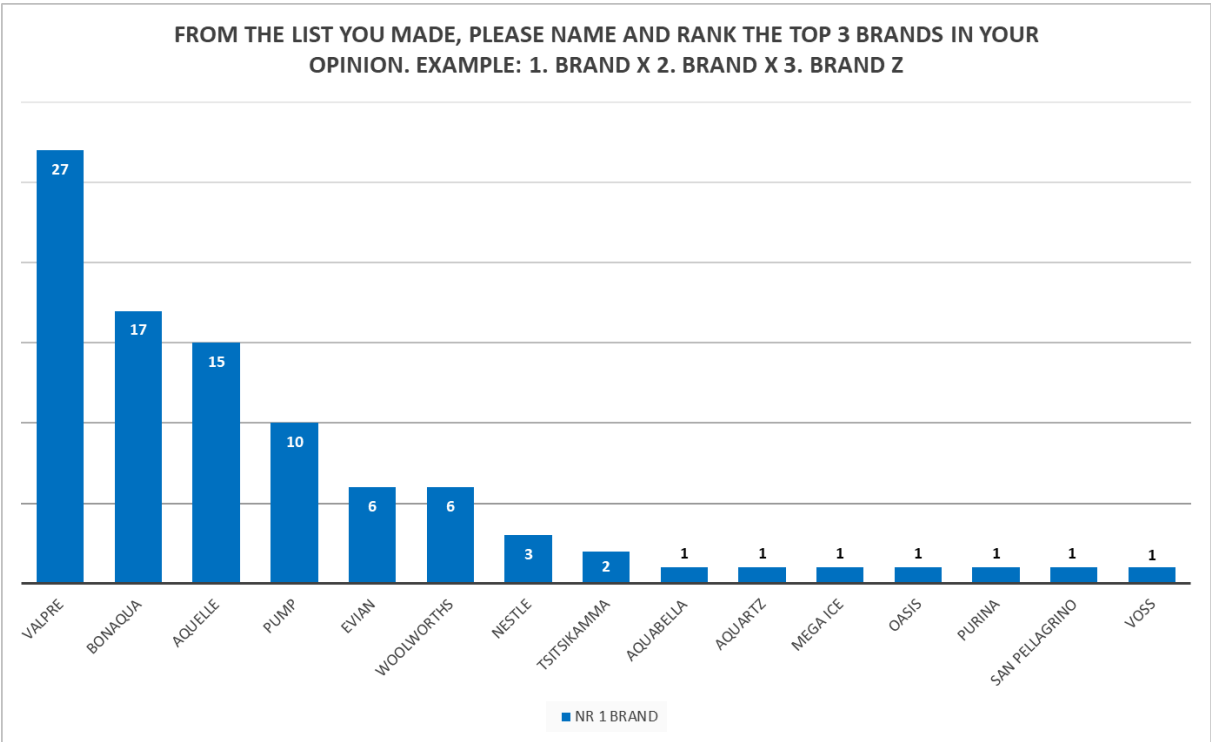
Table 9 and Graphs 9.1, 9.2 and 9.3 illustrate the results of the following instruction to Capetonian millennials during this time of drought: From the list you made (in Question 8), please name and rank the top 3 brands in your opinion. Example: 1. Brand X, 2. Brand Y, 3. Brand Z.

TABLE 9

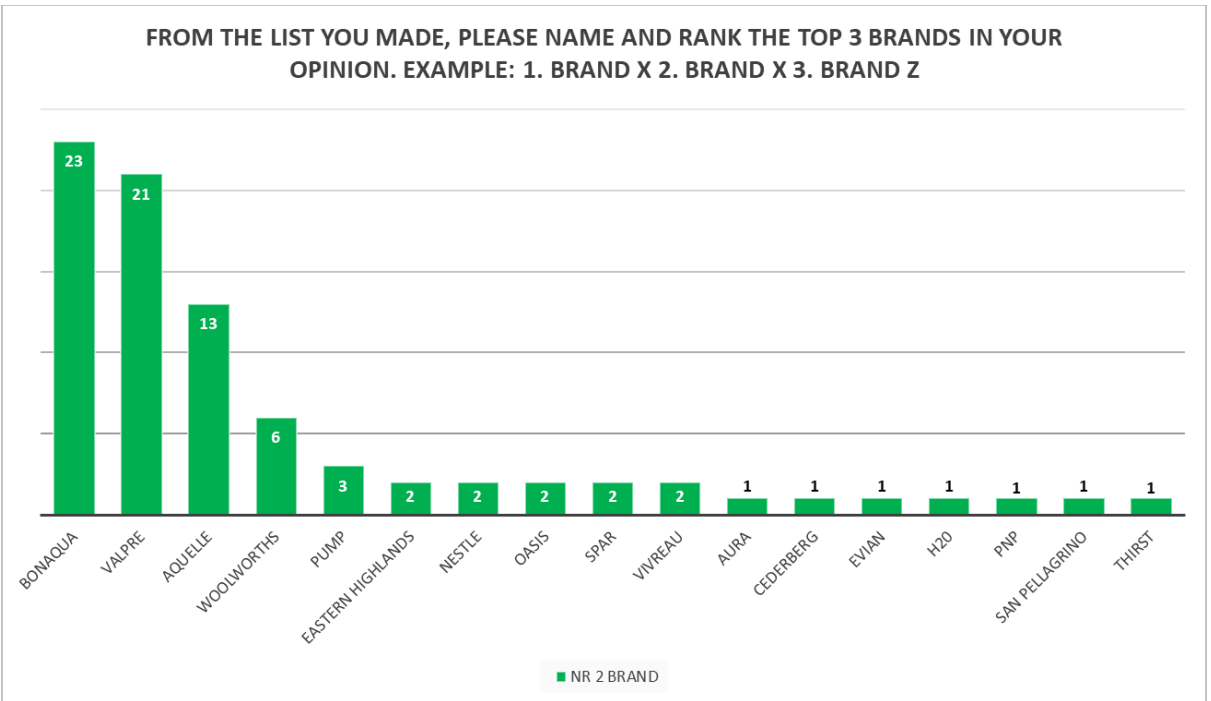
FROM THE LIST YOU MADE, PLEASE NAME AND RANK THE TOP 3 BRANDS IN YOUR OPINION. EXAMPLE: 1. BRAND X, 2. BRAND Y, 3. BRAND Z			
	NR 1 BRAND	NR 2 BRAND	NR 3 BRAND
AQUABELLA	1		
AQUARTZ	1		1
AQUELLE	15	13	13
AURA		1	
BODY FUEL			1
BONAQUA	17	23	13
CEDERBERG		1	1
EASTERN HIGHLANDS		2	
EVIAN	6	1	3
HENTIES			1
KAROO			1
MEGA ICE	1		
H2O		1	
NESTLE	3	2	11
OASIS	1	2	
PNP		1	1
PUMP*	10	3	3
PURINA	1		
SAN PELLAGRINO	1	1	
SPAR		2	1
THIRST		1	
TSITSIKAMMA	2		1
VALPRE	27	21	9
VITAMIN WATER			1
VIVREAU		2	
VOSS	1		
WOOLWORTHS	6	6	8

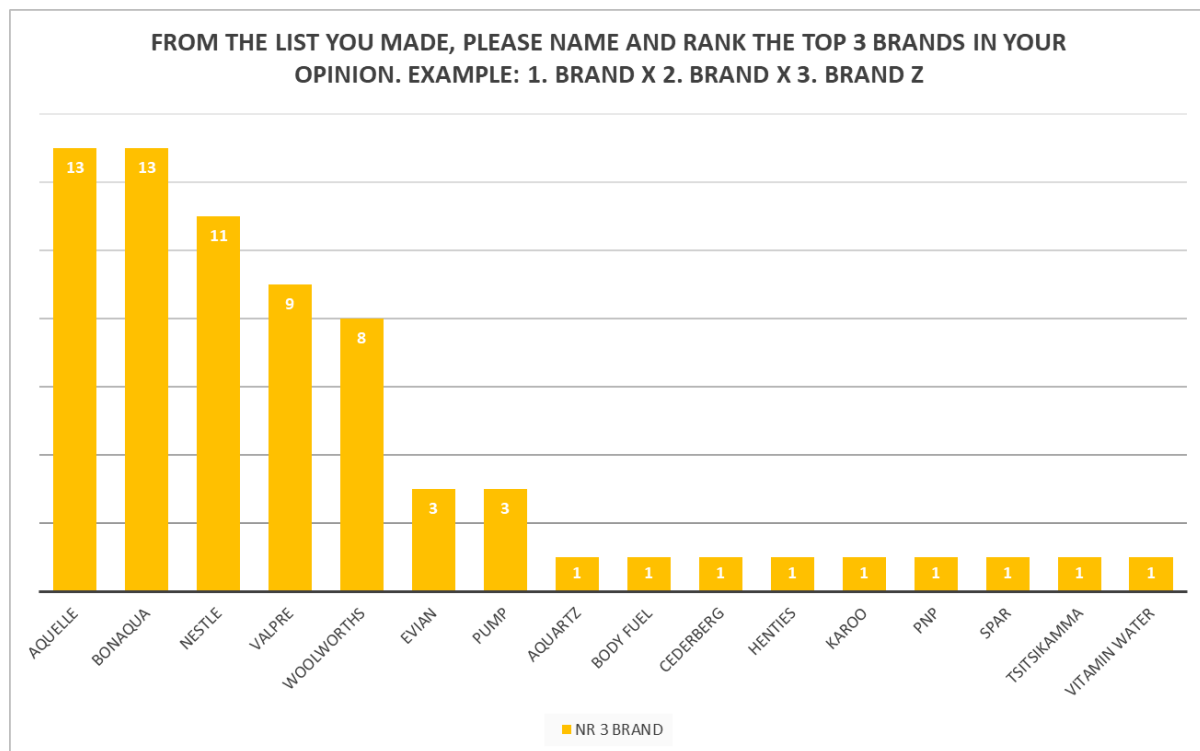
*Pump is a Bonaqua product

GRAPH 9.1



GRAPH 9.2





This exercise forced the respondents to differentiate between the brands that they were able to recall in question eight. This also led the participants into the next question.

The results were a consequence of the exercise and not particularly relevant to this study.

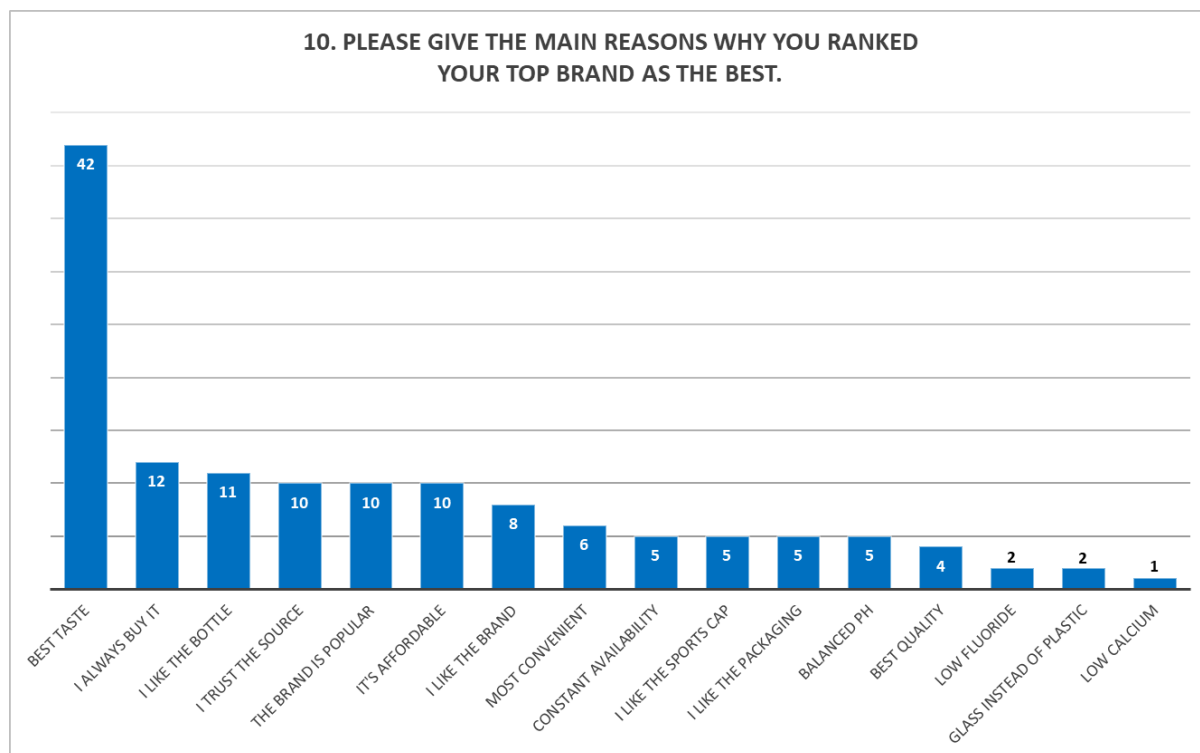
4.10 Give the main reasons why you ranked your top brand as the best

Table 10 and Graph 10 illustrate the results of the following instruction to Capetonian millennials during this time of drought: Please give the main reasons why you ranked your top brand (per question 9) as the best.

TABLE 10

PLEASE GIVE THE MAIN REASONS WHY YOU RANKED YOUR TOP BRAND AS THE BEST	
BEST TASTE	42
I ALWAYS BUY IT	12
I LIKE THE BOTTLE	11
I TRUST THE SOURCE	10
THE BRAND IS POPULAR	10
IT'S AFFORDABLE	10
I LIKE THE BRAND	8
MOST CONVENIENT	6
CONSTANT AVAILABILITY	5
I LIKE THE SPORTS CAP	5
I LIKE THE PACKAGING	5
BALANCED PH	5
BEST QUALITY	4
LOW FLUORIDE	2
GLASS INSTEAD OF PLASTIC	2
LOW CALCIUM	1

GRAPH 10



According to the results, taste is by far the main reason why Capetonian millennials would choose one brand of bottled water over another during this time of drought.

The second highest reason why people rank their top bottled water brand as the best is that they “always buy it”. This needs clarification. These respondents are regular consumers of their top brand and their consistency in satisfying those respondents’ needs in a bottled water product has built trust. This suggests a feeling of security in the brand, which hints at loyalty and attachment that is seen in brand resonance. This relates to an equal reaction to trust in the source of the brand’s water.

To that point, the rest of the reasons are functional reasons connected to the product itself, except for the additional reasons marked in blue in Table 10. They include liking the brand and the fact that the brand is popular. These indicate a more psychological connection to the brand, but in the bigger picture, these associations are weak. Stronger associations would include loving the brand and having a larger majority connect that emotion to their main reasons for ranking their top brand.

The significance to the study is that brand performance and brand imagery is the next tier to the customer-based brand equity (CBBE) pyramid after brand salience. In context, weak associations will not lead to loyalty, attachment, sense of community or active engagement, and consequently brand resonance. Therefore, taste as a strong and positive association can lead to strong feelings like love or judgements like superiority that result in behavioural loyalty and active engagement as dimensions of brand resonance.

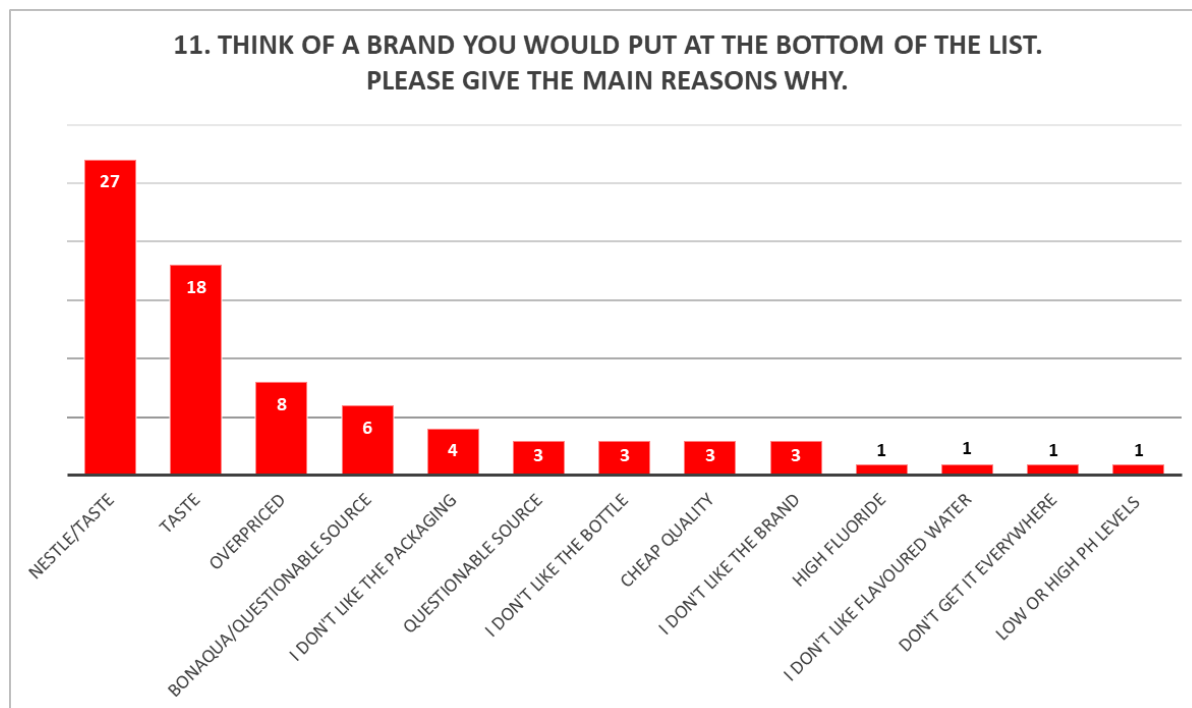
4.11 Give the main reasons why you would rank a brand at the bottom of the list

Table 11 and Graph 11 illustrate the results of the following instruction to Capetonian millennials during this time of drought: Think of a brand you would put at the bottom of the list. Please give the main reasons why.

TABLE 11

THINK OF A BRAND YOU WOULD PUT AT THE BOTTOM OF THE LIST. PLEASE GIVE THE MAIN REASONS WHY.	
NESTLE/TASTE	27
TASTE	18
OVERPRICED	8
BONAQUA/QUESTIONABLE SOURCE	6
I DON'T LIKE THE PACKAGING	4
QUESTIONABLE SOURCE	3
I DON'T LIKE THE BOTTLE	3
CHEAP QUALITY	3
I DON'T LIKE THE BRAND	3
HIGH FLUORIDE	1
I DON'T LIKE FLAVOURED WATER	1
DON'T GET IT EVERYWHERE	1
LOW OR HIGH PH LEVELS	1

GRAPH 11



As in question ten, taste is by far the main reason why a bottled water brand ranks favourably or unfavourably amongst Capetonian millennials during this time of drought.

The question did not ask participants to name a brand, but only to give the main reasons why they would rate a bottled water brand at the bottom of their list. This did not stop notable mentions around the taste of Nestlé Pure Life. Ultimately, taste has 45 overall mentions, stressing the importance of taste preference when it comes to bottled water.

Bonaqua was also a notable mention in reference to questionable sources. One respondent mentioned that Bonaqua comes from “waste water”. As with taste, questionable sources are divided into generic mentions and those specific to Bonaqua. Ultimately, this constitutes the second biggest reason for rating a brand at the bottom of the list.

As with question ten, the vast majority of reasons are functional connections to the product, with only one set of reasons connected to the brand. This involves not liking the brand, but once again, the association is weak. In the bigger picture, this validates that taste remains the strongest association in reference to bottled water brands.

4.12 Provide a minimum of 4 words that you associate with your top brand

Table 12 and Image 1 illustrate the results of the following instruction to Capetonian millennials during this time of drought: Please provide a minimum of 4 words you associate with your top brand.

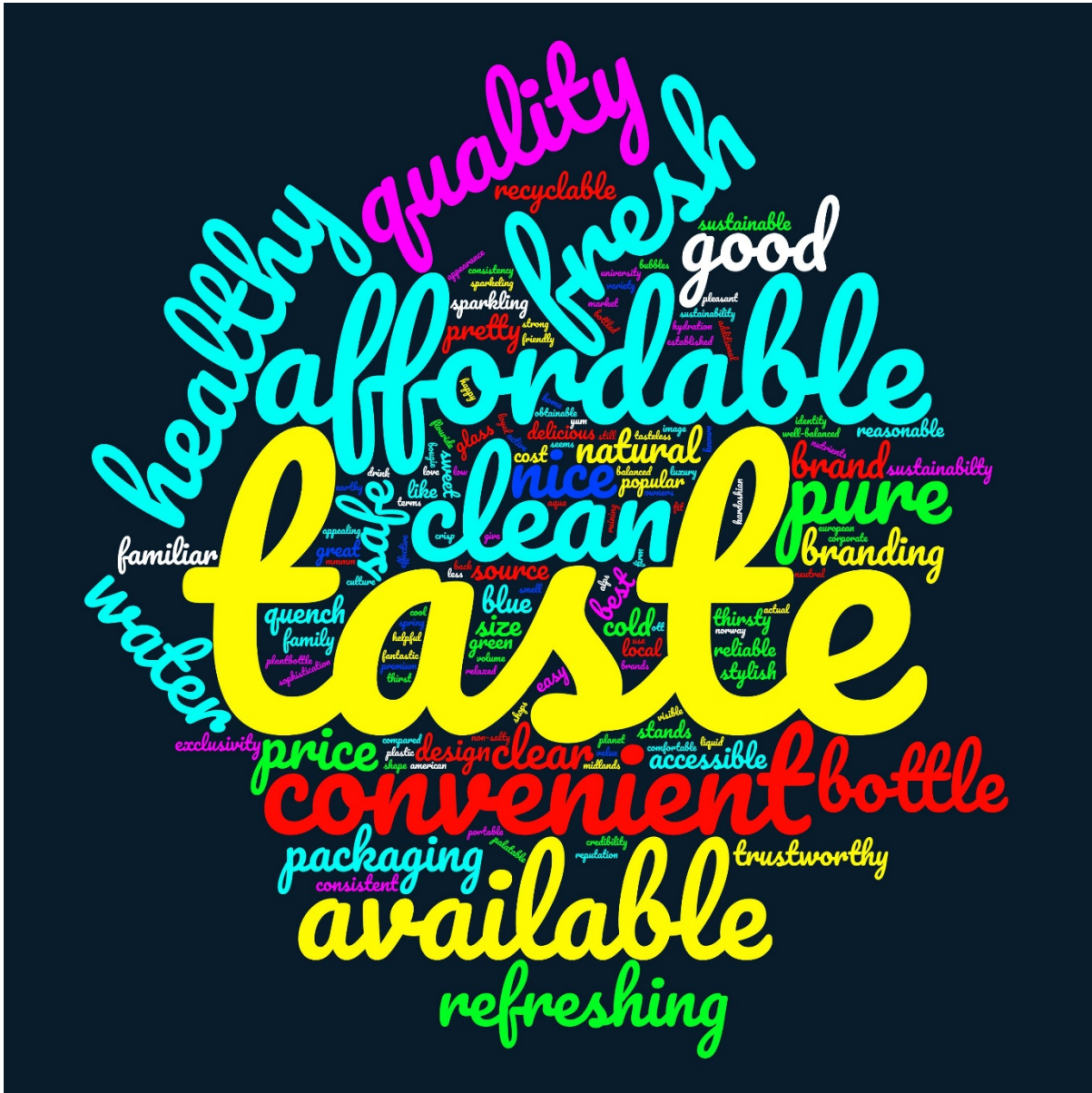
Table 12 demonstrates the frequency of words that were associated with respondents' top brands. Deeper colours signify higher frequency mentions. The blue highlighted words can be associated with brand performance and brand judgement. The red highlighted words can be associated with brand imagery and brand feelings. The holistic result is demonstrated in the word cloud as per Image 1.

These associations are significant to the research because it can be used to evaluate strength, favourability and uniqueness of the brand associations to assess the relationship between Capetonian millennials and bottled water brands during this time of drought.

The fact that taste is the strongest association is no longer news, but quality, affordability, availability, convenience and health are all important positive associations. Unfortunately, the strength of those associations are not strong and might not hold up in a situation that tests loyalty. Based on the red blocks, it is clear that Capetonian millennials don't have an emotional connection with their top bottled water brands.

TABLE 12

PLEASE PROVIDE A MINIMUM OF 4 WORDS THAT YOU PERSONALLY ASSOCIATE WITH YOUR TOP BRAND.							
taste	35	consistent	2	nutrients	1	bougie	1
affordable	16	reasonable	2	palatable	1	brands	1
convenient	13	sparkling	2	non-salty	1	active	1
available	13	delicious	2	hydration	1	market	1
fresh	13	reliable	2	appealing	1	strong	1
clean	13	stylish	2	effective	1	norway	1
healthy	12	thirsty	2	midlands	1	happy	1
quality	11	popular	2	fluoride	1	smell	1
pure	9	stands	2	friendly	1	crisp	1
bottle	8	family	2	balanced	1	loyal	1
water	8	local	2	identity	1	terms	1
good	8	sweet	2	pleasant	1	shops	1
refreshing	7	great	2	european	1	drink	1
nice	7	glass	2	portable	1	image	1
price	6	green	2	american	1	shape	1
safe	6	like	2	compared	1	known	1
packaging	5	easy	2	helpful	1	seems	1
clear	5	cost	2	culture	1	value	1
branding	4	sustainability	1	ruining	1	still	1
natural	4	sophistication	1	bottled	1	aqua	1
brand	4	well-balanced	1	plastic	1	back	1
trustworthy	3	credibility	1	variety	1	give	1
accessible	3	plantbottle	1	relaxed	1	home	1
recyclable	3	consistency	1	neutral	1	cool	1
familiar	3	established	1	premium	1	less	1
quench	3	comfortable	1	visible	1	love	1
pretty	3	kardashian	1	bubbles	1	alps	1
design	3	reputation	1	actual	1	firm	1
source	3	appearance	1	spring	1	mmmm	1
best	3	additional	1	thirst	1	yum	1
size	3	university	1	volume	1	low	1
blue	3	obtainable	1	luxury	1	ott	1
cold	3	sparkling	1	liquid	1	fit	1
sustainability	2	tasteless	1	owners	1	use	1
sustainable	2	corporate	1	earthy	1		
exclusivity	2	fantastic	1	planet	1		



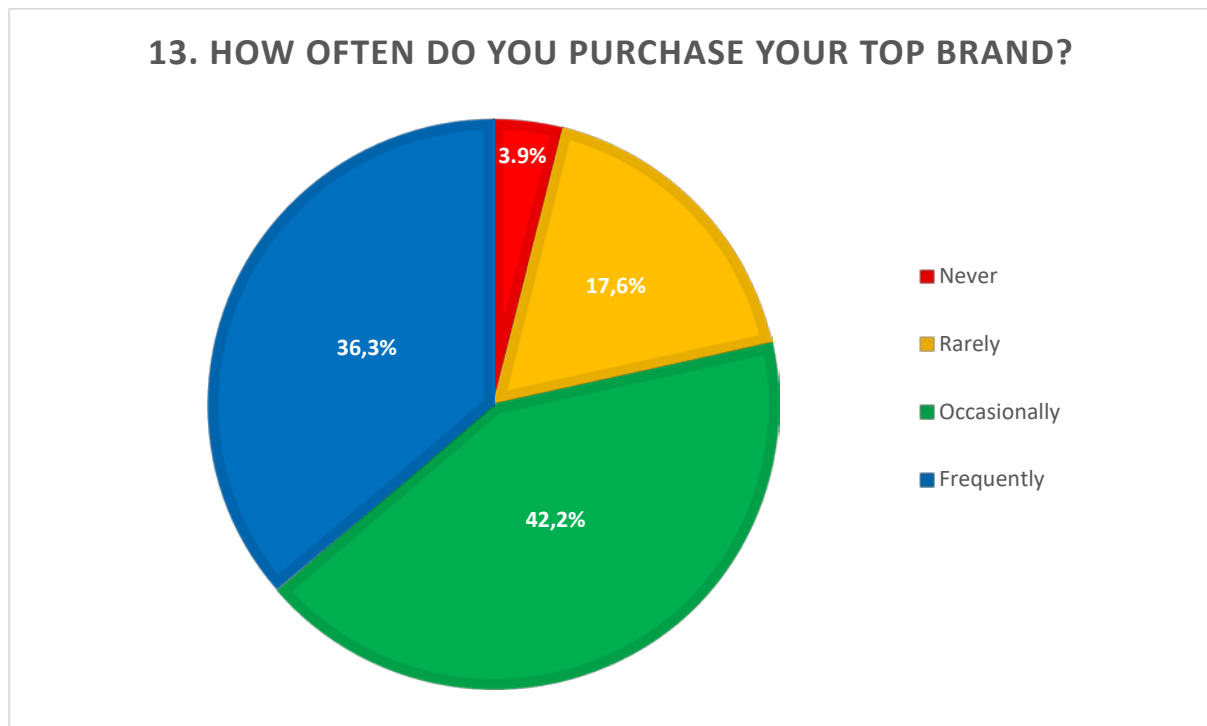
4.13 How often do you purchase your top brand?

Table 13 and Graph 13 illustrate the results of the following question to Capetonian millennials during this time of drought: How often do you purchase your top brand? Answers were limited to the four options specified in Table 13.

TABLE 13

HOW OFTEN DO YOU PURCHASE YOUR TOP BRAND?	
NEVER	4
RARELY	18
OCCASIONALLY	43
FREQUENTLY	37

GRAPH 13



The majority of the sample indicated that they purchase their top brand occasionally, with 36.6% buying their top brand frequently. This indicates that out of the 44.1% of the sample that indicated in question five that they drink bottled water frequently, 82.3% buy their top brand.

The significance of this result to the study is that it does suggest that there is some degree of loyalty to top brands of bottled water. Behavioural loyalty is an element of brand resonance, the pinnacle of the customer-based brand equity (CBBE) pyramid.

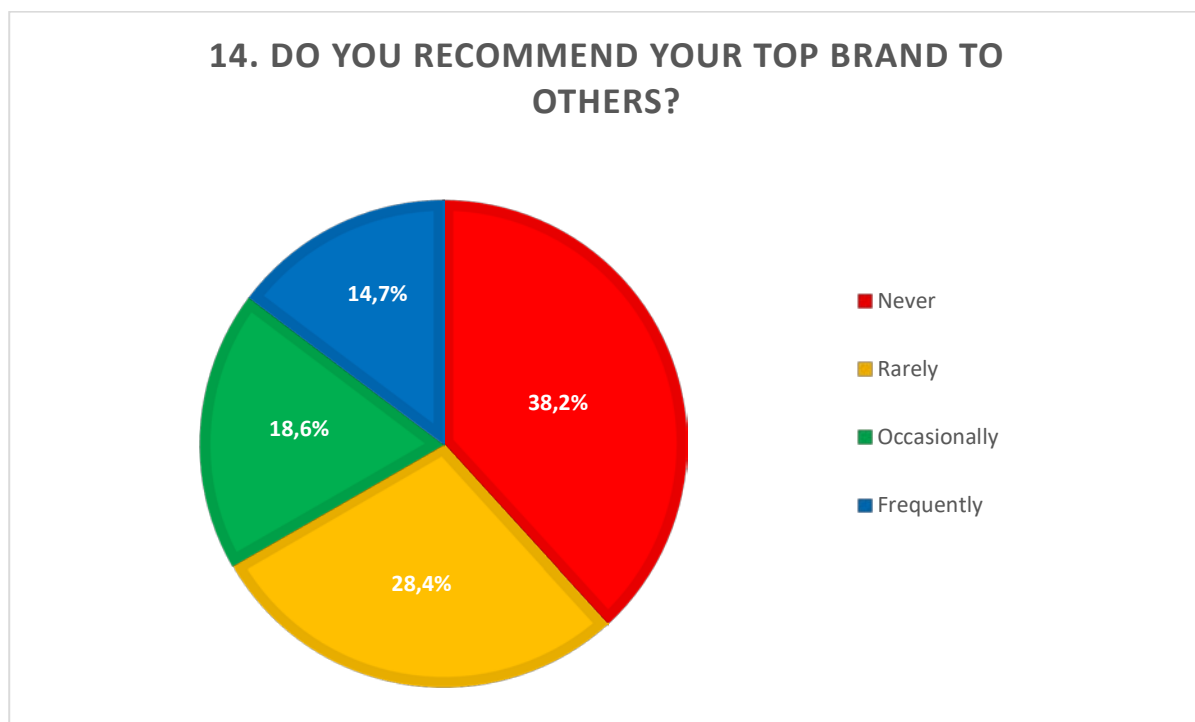
4.14 Do you recommend your top brand to others?

Table 14 and Graph 14 illustrate the results of the following question to Capetonian millennials during this time of drought: Do you recommend your top brand to others? Answers were limited to the four options specified in Table 14.

TABLE 14

DO YOU RECOMMEND YOUR TOP BRAND TO OTHERS?	
NEVER	39
RARELY	29
OCCASIONALLY	19
FREQUENTLY	15

GRAPH 14



The majority of Capetonian millennials indicated that they never recommend their top brand to others. Combining that with those who rarely recommend their top brands to others constitute a notable 66.6% of the overall response. The remaining third of the sample is divided between 18.6% occasional recommendations and 14.7% frequent recommendations.

This suggests that even though responders regarded their top brands as the best, two thirds of the sample hardly recommend it. This indicates a weak relationship through the absence of brand resonance elements like a sense of community and active engagement. A sense of community refers to respondents having a desire to recommend and share the brand with their communities. Active engagement refers to respondents' willingness to spend additional time, effort and other resources on the brand.

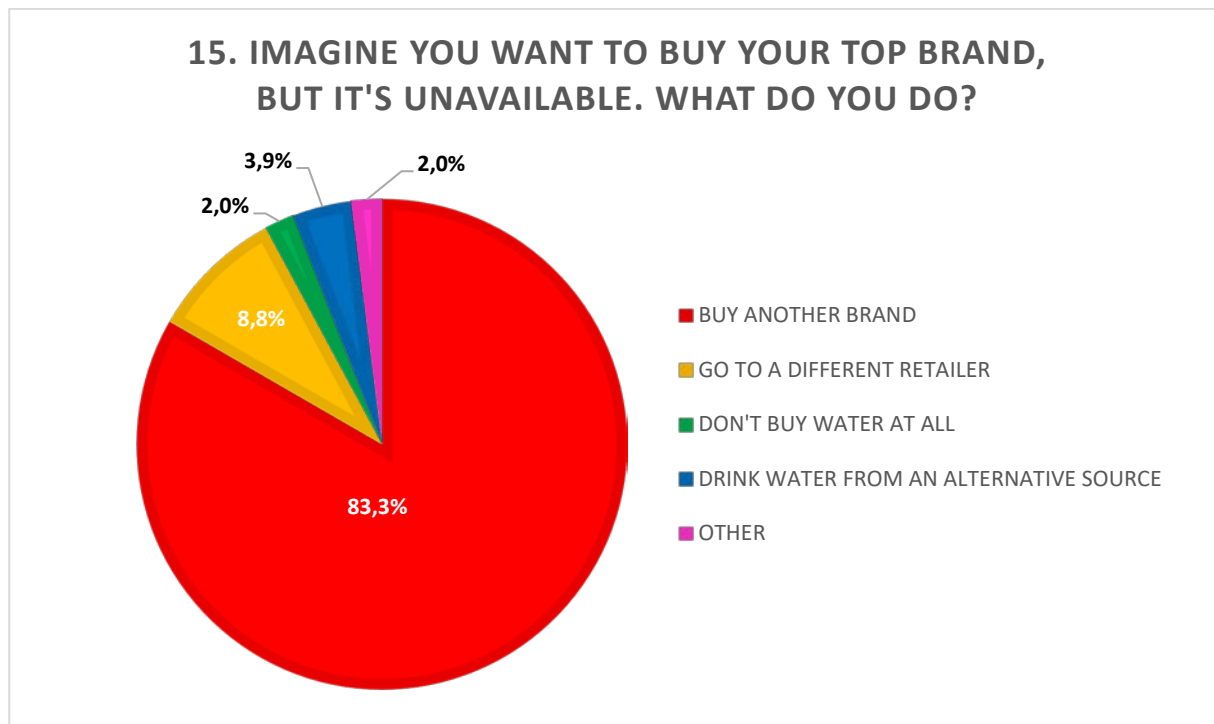
4.15 What do you do when your top brand is unavailable?

Table 15 and Graph 15 illustrate the results of the following question to Capetonian millennials during this time of drought: What do you do when your top brand is unavailable? Answers were limited to the five options specified in Table 15. The 'Other' option allowed respondents to stipulate additional sources they deemed worthy of mentioning.

TABLE 15

IMAGINE YOU WANT TO BUY YOUR TOP BRAND, BUT IT'S UNAVAILABLE. WHAT DO YOU DO?	
BUY ANOTHER BRAND	85
GO TO A DIFFERENT RETAILER	9
DON'T BUY WATER AT ALL	2
DRINK WATER FROM AN ALTERNATIVE SOURCE (LIKE MUNICIPAL TAP WATER)	4
OTHER	2

GRAPH 15



More than 80% of respondents would buy another brand if their top brand was not available. A mere 8.8% demonstrated some level of loyalty towards their top brand by making the effort to try a different retailer.

The significance of this result is that this considerable lack of loyalty is in reference to a bottled water brand that respondents deemed their top brand. As a benchmark, this means that Capetonian millennials are not loyal to their top bottled water brands. Behavioural loyalty is an element of brand resonance, and the lack thereof suggests a weak relationship. It should be noted that 8.8% of the sample would go to a different retailer, demonstrating a hint of loyalty in a sea of disloyal respondents.

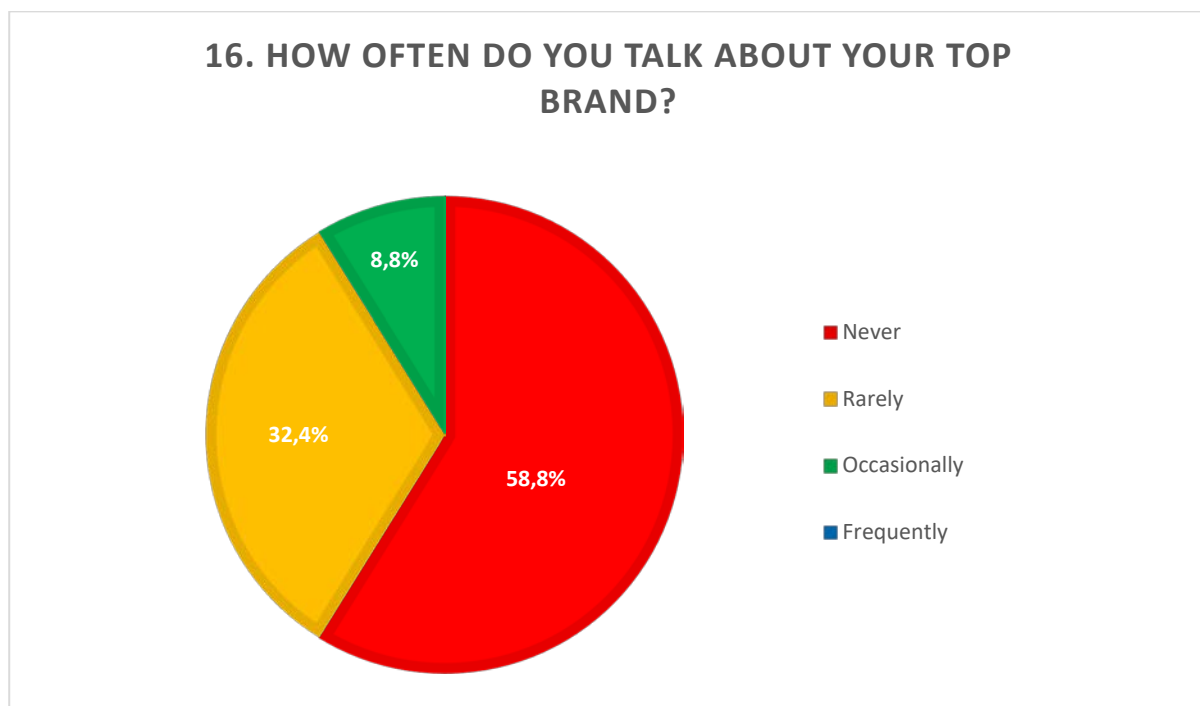
4.16 How often do you talk about your top brand?

Table 16 and Graph 16 illustrate the results of the following question to Capetonian millennials during this time of drought: How often do you talk about your top brand? Answers were limited to the four options specified in Table 16.

TABLE 16

HOW OFTEN DO YOU TALK ABOUT YOUR TOP BRAND?	
NEVER	60
RARELY	33
OCCASIONALLY	9
FREQUENTLY	0

GRAPH 16



With no respondents who indicated frequent discussions around their top brand and only 8.8% who occasionally talk about it, that leaves the majority of Capetonian millennials essentially quiet about their top brands. If the 8.8% represents the same 8.8% that demonstrated loyalty in the results of question fifteen, that would mean that even the loyal few do not frequently talk about their top brands.

Talking about a brand demonstrates excitement, attitudinal attachment, active engagement and resonance with a community who shares in these feelings. This is yet another indication that there is not a strong connection to brand feelings or brand resonance amongst Capetonian millennials and their top bottled water brands.

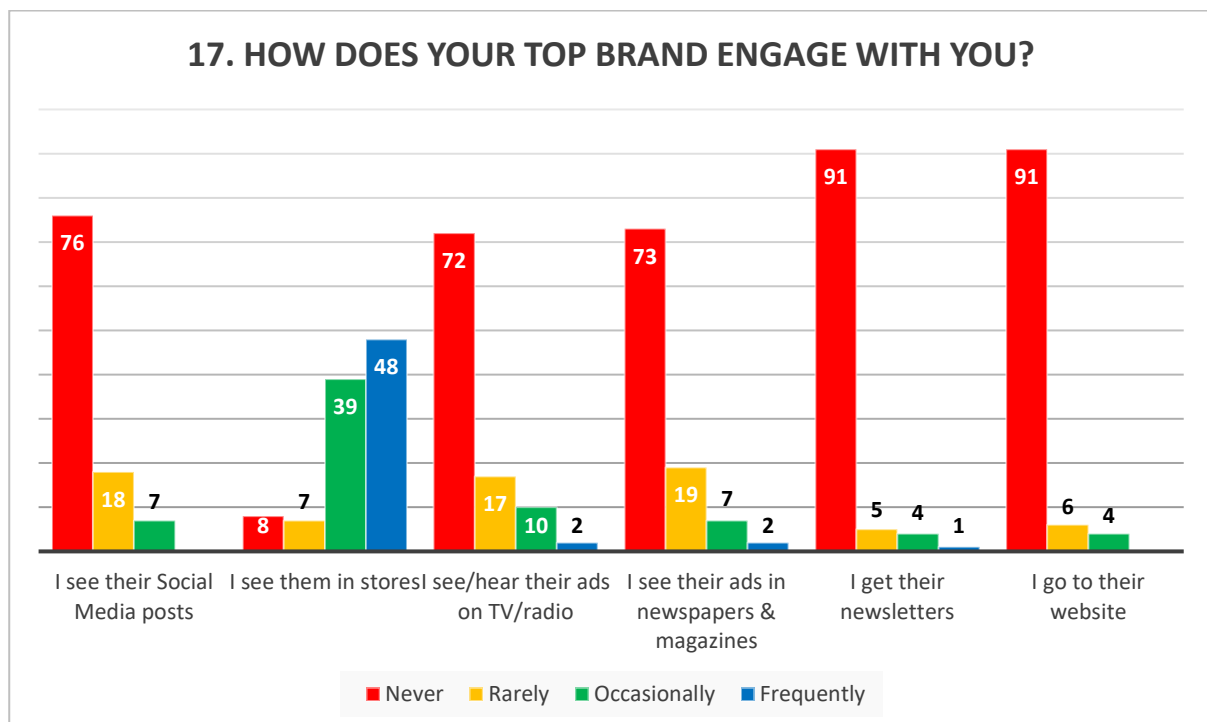
4.17 How does your top brand engage with you?

Table 17 and Graph 17 illustrate the results of the following question to Capetonian millennials during this time of drought: How does your top brand engage with you? Answers were limited to the five options specified in Table 17.

TABLE 17

HOW DOES YOUR TOP BRAND ENGAGE WITH YOU?				
	NEVER	RARELY	OCCASIONALLY	FREQUENTLY
I SEE THEIR SOCIAL MEDIA POSTS	76	18	7	0
I SEE THEM IN STORES	8	7	39	48
I SEE/HEAR THEIR ADS ON TV/RADIO	72	17	10	2
I SEE THEIR ADS IN NEWSPAPERS & MAGAZINES	73	19	7	2
I GET THEIR NEWSLETTERS	91	5	4	1
I GO TO THEIR WEBSITE	91	6	4	0

GRAPH 17



These results demonstrate that bottled water brands are clearly not engaging with Capetonian millennials. The only engagement that the sample experiences with these brands is limited to stores.

The results are important for this study as it demonstrates that bottled water brands are not present at touchpoints that allow engagement with Capetonian millennials. This suggests a missed opportunity, especially in light of the fact that the drought has heightened awareness of bottled water brands and significantly increased the number of Capetonian millennials who regard bottled water as a main source of drinking water.

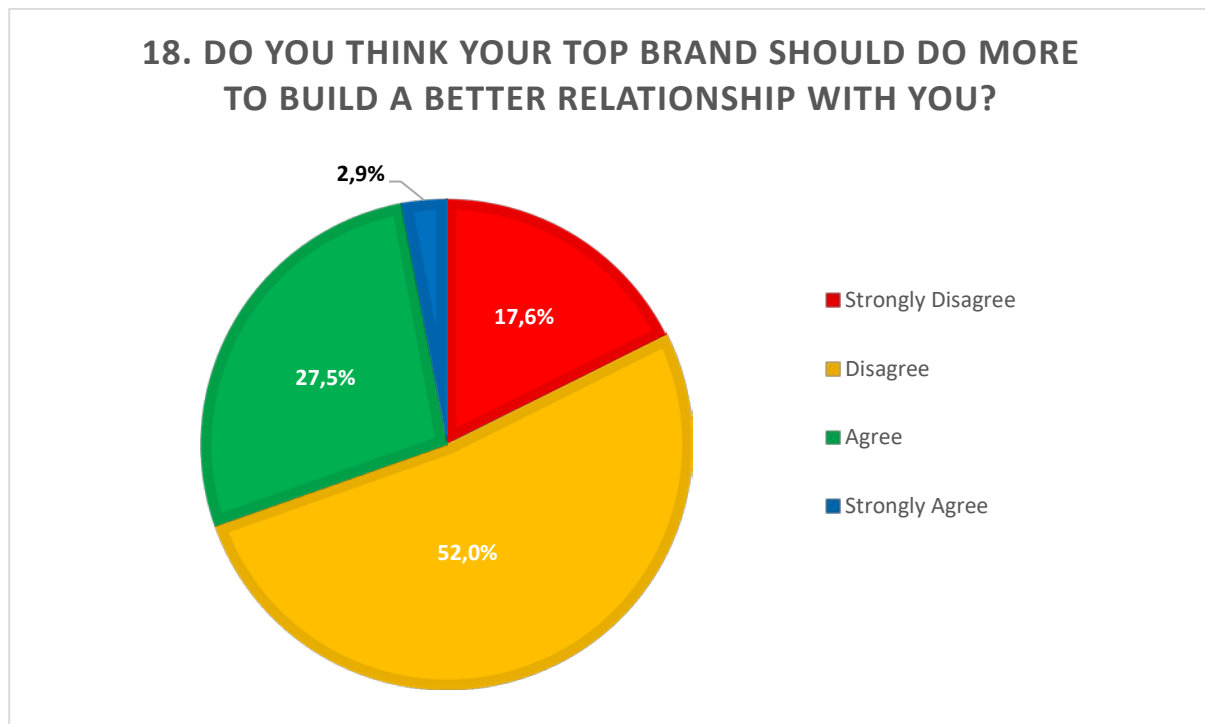
4.18 Do you want your top brand to build a better relationship with you?

Table 18 and Graph 18 illustrate the results of the following question to Capetonian millennials during this time of drought: Do you think that your top brand should do more to build a better relationship with you? Answers were limited to the five options specified in Table 18.

TABLE 18

DO YOU THINK YOUR TOP BRAND SHOULD DO MORE TO BUILD A BETTER RELATIONSHIP WITH YOU?	
STRONGLY DISAGREE	18
DISAGREE	53
AGREE	28
STRONGLY AGREE	3

GRAPH 18



Take note of the word 'should' in this question, essentially asking respondents how open they would be to a better relationship with their top brand. The results show that more than half of the respondents disagree, with an additional 17.6% who feel strongly that they do not want a stronger relationship with their top brand. A combined 30.4% of respondents were open to a better relationship with their top brand.

The significance of this result talks to the current relationship between Capetonian millennials and their top bottled water brands. This lack of willingness to engage touches on the lack of active engagement as an element of brand resonance.

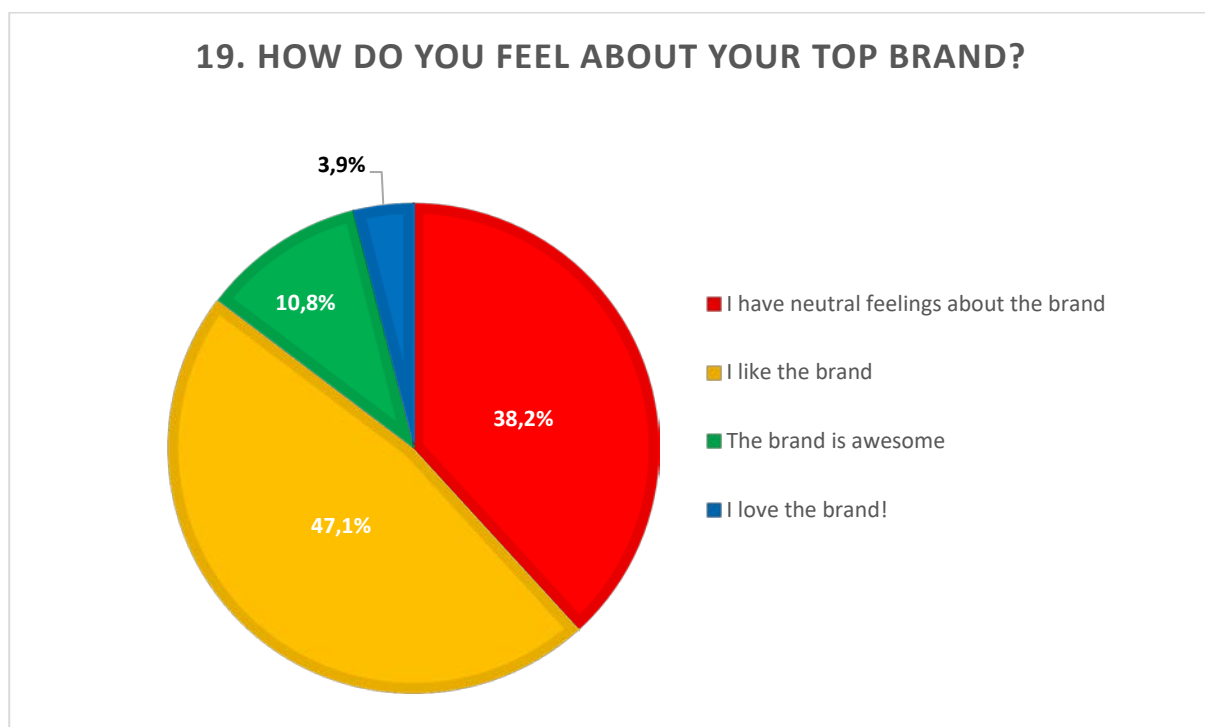
4.19 How do you feel about your top brand?

Table 19 and Graph 19 illustrate the results of the following question to Capetonian millennials during this time of drought: How do you feel about your top brand? Answers were limited to the five options specified in Table 19. The 'Other' option allowed respondents to stipulate additional sources they deemed worthy of mentioning.

TABLE 19

HOW DO YOU FEEL ABOUT YOUR TOP BRAND?	
I HAVE NEUTRAL FEELINGS ABOUT THE BRAND	39
I LIKE THE BRAND	48
THE BRAND IS AWESOME	11
I LOVE THE BRAND!	4
OTHER	0

GRAPH 19



The results show the predominant sentiment towards the top brands is shallow, with 47.1% only liking their top brands. 38.2% of respondents do not have any particular feelings towards their top brands. This is significant, because these feelings are associated with the top brands, and indicate a benchmark of the deepest feelings towards bottled water brands in the current brand relationship with Capetonian millennials.

In context of the customer-based brand equity (CBBE) pyramid, brand resonance requires attitudinal attachment, suggesting strong feelings, like love. This indication proves that Capetonian millennials do not have an emotional connection with their top bottled water brands, and could be something to consider or address if bottled water brands want to improve on these relationships.

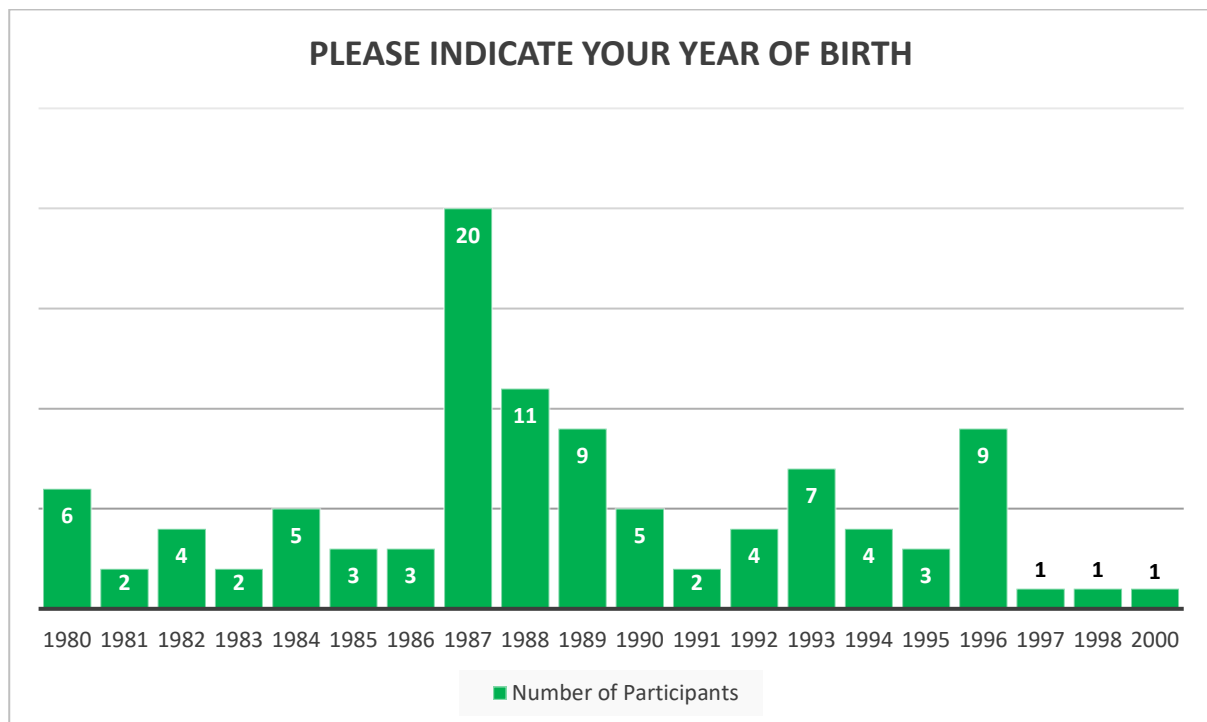
4.20 Year of Birth

Table 20 and Graph 20 indicate the ages of the Capetonian millennials that participated in the research study.

TABLE 20

PLEASE INDICATE YOUR YEAR OF BIRTH				
1980	6		1990	5
1981	2		1991	2
1982	4		1992	4
1983	2		1993	7
1984	5		1994	4
1985	3		1995	3
1986	3		1996	9
1987	20		1997	1
1988	11		1998	1
1989	9		2000	1

GRAPH 20



This acts as proof that the sample were millennial. It is interesting to note that the majority of the sample were born between the mid-eighties and mid-nineties.

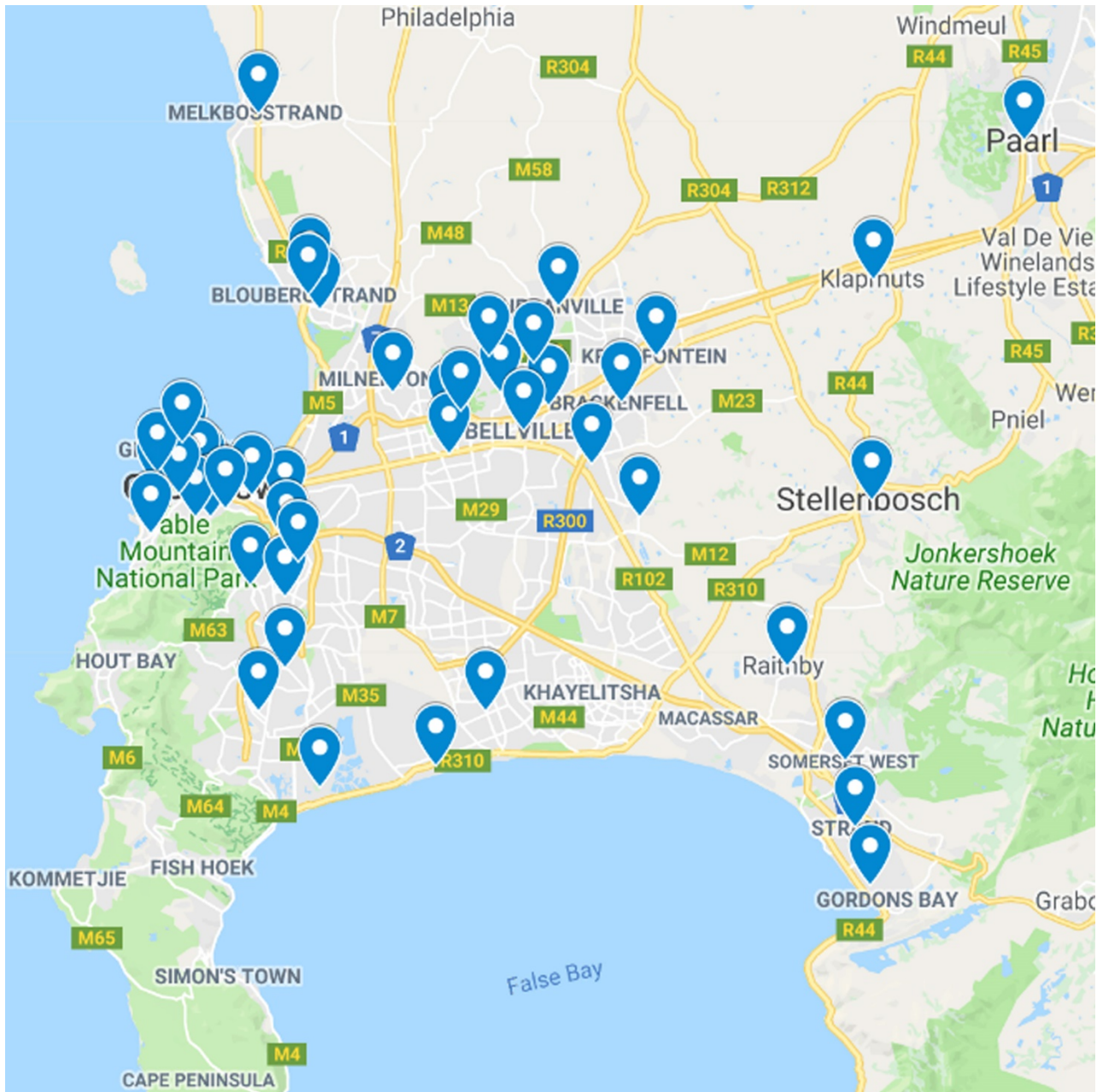
4.21 Residence

Table 21 and Image 2 indicate where the Capetonian millennials that participated in the research study reside and how many participants reside in the same suburb.

TABLE 21

PLEASE PROVIDE THE NAME OF THE SUBURB YOU RESIDE IN:					
BELLVILLE	1	KLAPMUTS	1	RONDEBOSCH	2
BERGVLIET	1	KRAAIFONTEIN	2	ROSEBANK	2
BLOEMHOF	1	KUILSRIVIER	2	SEA POINT	3
BLOUBERGSTRAND	1	MELKBOSSTRAND	1	SOMERSET WEST	3
BO-KAAP	2	MILNERTON	1	SONEIKE	1
BRACKENFELL	3	MITCHELLS PLAIN	1	STELLENBERG	1
CAMPS BAY	1	MOUILLE POINT	1	STELLENBOSCH	10
CAPE TOWN CBD	4	MUIZENBERG	2	STRAND	1
CLAREMONT	3	NEWLANDS	3	STRANDFONTEIN	1
DEVIL'S PEAK	1	OBSERVATORY	3	SUNNINGDALE	1
DURBANVILLE	9	ORANJEZICHT	2	TABLE VIEW	2
EDGEMEAD	1	PAARL	1	TAMBOERSKLOOF	4
FRESNAYE	1	PAROW	2	VAN RIEBEECKSHOF	1
GARDENS	4	PAROW NORTH	1	VREDEHOEK	1
GORDON'S BAY	1	PLATTEKLOOF	2	WELGEMOED	1
GREEN POINT	4	PLUMSTEAD	1	WOODSTOCK	1
KENRIDGE	1	RAITHBY	2		

IMAGE 2



This acts as proof that all respondents in the sample came from the Cape Town area. As the image indicates, the majority of the respondents indicated their residence in the CBD, Atlantic Seaboard and the Northern- and Southern suburbs of Cape Town.

4.22 Conclusion of results

The following summary aims to provide an overview of the research results:

Context of research study

- The drought initiated a considerable decrease in municipal tap water consumption amongst Capetonian millennials
- Bottled water is the main source of drinking water alternative to tap water amongst Capetonian millennials during this time of drought
- There is a new relationship between Capetonian millennials and bottled water brands during this time of drought

Brand salience

- All Capetonian millennials in the sample drink bottled water during this time of drought, where exposure to associated brands create broad brand awareness
- The drought caused higher awareness of bottled water brands amongst almost half of Capetonian millennials
- Capetonian millennials can recall an average of four bottled water brands during this time of drought, proving broad brand awareness

Brand performance and imagery

- All Capetonian millennials in the sample drink bottled water during this time of drought, indicating that bottled water brands completely satisfies a functional need for drinking water within this sample
- Taste is the strongest association amongst Capetonian millennials in reference to bottled water brands during the drought
- Other performance associations are weak in comparison to taste, but includes trust, affordability, availability, sustainability, bottle design and packaging, the source and chemical composition of the water

Brand judgements and feelings

- Just over half of Capetonian millennials believe the taste, safety and quality of bottled water is better in relation to other sources of drinking water during this time of drought
- Just over half of Capetonian millennials believe that bottled water is not healthier or more convenient than other sources of drinking water during the drought
- Most Capetonian millennials only like or have neutral feelings associated with their top bottled water brands
- Capetonian millennials prefer bottled water brands that they can trust and feel secure with in reference to reputable water sources, availability and consistency of taste during this time of drought

Resonance

- Capetonian millennials do not exert behavioural loyalty towards their top bottled water brands during this time of drought
- Capetonian millennials do not exert attitudinal attachment in reference to their top bottled water brands during this time of drought
- Capetonian millennials do not have a sense of community related to their top bottled water brands during this time of drought
- Capetonian millennials do not exert active engagement in relation to their top bottled water brands during this time of drought

This concludes that bottled water brands have a weak relationship with Capetonian millennials during this time of drought. This is attributed to the fact that bottled water brands have not achieved brand resonance with Capetonian millennials, based on the indication that the majority of brand associations are weak and that Capetonian millennials have little to no emotional connection to their top bottled water brands. This suggests that the relationship between Capetonian millennials and their top bottled water brands might not continue after the drought.

4.23 Credibility of results

Great care has been taken to ensure trustworthiness and credibility within the results of this study. In qualitative research, the researcher is immersed in the study and personal bias or other elements like preconceived ideas or expectations can influence how raw data is analysed.

In this research study, a form of bracketing was used as a measure to prevent the researcher's influence from effecting the research. This means that the researcher ensures that the results, the analysis and the interpretations of the results is present when reporting it in the research paper. This allows another researcher to validate reasoning for interpretations and therefore promote trustworthy research results. This method was used to ultimately ensure that the results could be repeated.

This study also used a large sample to ensure that the results represented a level of saturation that would indicate reliable results. Even though the limitations of the non-probability sampling method is well documented, they are excused when testing a measuring instrument (Maree, 2016:197). Nevertheless, the ability to identify and document the profiles of the participants give credibility to the sample.

The online survey had nineteen questions. This allowed the researcher to cover a broad range of angles surrounding the topic and generated substantial data that could be triangulated to identify and confirm true insights in the relationship between Capetonian millennials and their top bottled water brands. Triangulation give an indication that the results are dependable and credible as it can be repeated.

Keeping in mind that this is exploratory research, the results can be significantly substantiated and therefore reflects a trustworthy outcome.

5. Conclusion

The aim of this research was to explore how Keller's customer-based brand equity (CBBE) model could be used as a tool to define a brand relationship between bottled water brands and Capetonian millennials during a time of drought.

The results of the research identified that brand resonance was not achieved between Capetonian millennials and their top bottled water brands. The insights gained could identify the reasons why, and shed light on the particular weak associations and lack of emotional connection in the relationship. The research also identified the stronger associations, providing holistic insights that could help bottled water brands improve their relationships with Capetonian millennials. Sufficient proof could identify the relationship as weak, based on evaluating the results according to the dimensions of the customer-based brand equity (CBBE) pyramid. This provides a benchmark for individual bottled water brands against which they can assess their own brands and identify areas of focus to achieve brand resonance.

The result inherently answers the secondary research question that asked what the relationship between Capetonian millennials and their top bottled water brands was, as well as the question whether the insights gained could allow bottled water brands to innovate, adapt and evolve accordingly.

The results also show that Keller's customer-based brand equity (CBBE) model was an efficient tool that comprehensively defined the relationship between Capetonian millennials and bottled water brands during a time of drought. The research can consequently be considered a success as the questions could be answered with a significant degree of evidence.

Although the results show merit for this model to be used as a tool to define other brand relationships, it is important to note that this research was exploratory and therefore requires further research to triangulate these results, go deeper into specific elements of the model and test it with other data collection methods or research designs.

To that point, future research could explore the result of using the gained insights in building better brand relationships. Further research could also target smaller millennial groups within Cape Town and do in-depth interviews for deeper insight. In relation to the topic, Aaker's brand equity model or other models and theories surrounding brand equity could be researched as tools to define brand relationship for comparison.

5.1 Contribution

If brands do not adapt and evolve with their audiences, they will fade into oblivion (Wheeler, 2016). This suggests that the ability to identify a brand relationship during times of change can provide insight that will allow a brand to evolve strategically. The implications of this strategy exceeds survival though, and can inherently be used to build a much stronger brand as it deals with dimensions of brand equity.

Now that Keller's customer-based brand equity (CBBE) model can be used to efficiently define a brand relationship during times of change, it can be used by brands to become or remain relevant and optimise on brand opportunities, especially during times of change when there are many unknowns.

This research also introduces deeper insight into the subjects of the study, being Capetonian millennials and bottled water brands. Other studies can reference this study to triangulate results for better insight. To elaborate on that, triangulation with other studies could reveal idiosyncrasies surrounding Capetonian millennials and their attitudes, behaviours or associations. In the same way, this applies to research done on bottled water brands or relationships during times of drought, or change.

In the end, this study provides great insight into the relationship between Capetonian millennials and their top bottled water brands. This insight can be used to innovate, adapt and evolve in this time of drought to build stronger relationships with Capetonian millennials that could outlive the drought. This could include efforts to create stronger emotional associations with the brand.

5.2 Ethical Considerations and Limitations

Ethical considerations are always important when human subjects are involved in a research study. Informed consent and voluntary participation refers to the sample having understanding of their participation in the research and the power of choice to participate or not. This extends to transparency in communicating the terms and conditions associated with participating in the study to prospective participants. As per Addendum A, prospective participants were informed about the impact of their participation, the anonymity of their

participation and whom the research was for. These terms and conditions were respected throughout the research study.

Possible limitations involve the dishonesty in responses, as there was no way to verify the truthfulness of the response. As a solution, the research design made use of an online survey. This allowed participants to engage at their own convenience, minimising external influence from peers and interviewers and maximising the probability of honest feedback.

Cape Town is a large area with a large group of millennials. Using the non-probability sampling method in the research design put the resulting sample at risk of not representing the Capetonian millennial population. This was solved by asking the year of birth and residence as final questions on the survey, enabling the researcher to better profile the participants and communicate it accordingly.

In the relation to bias, it should be noted that the preconceptions of the researcher, as interpreter of the data, could influence the trustworthiness of the results. This was addressed by including the raw data and communicating the analysis process in the research document. This transparent approach allows for understanding around interpretation of the raw data and ultimately, the results.

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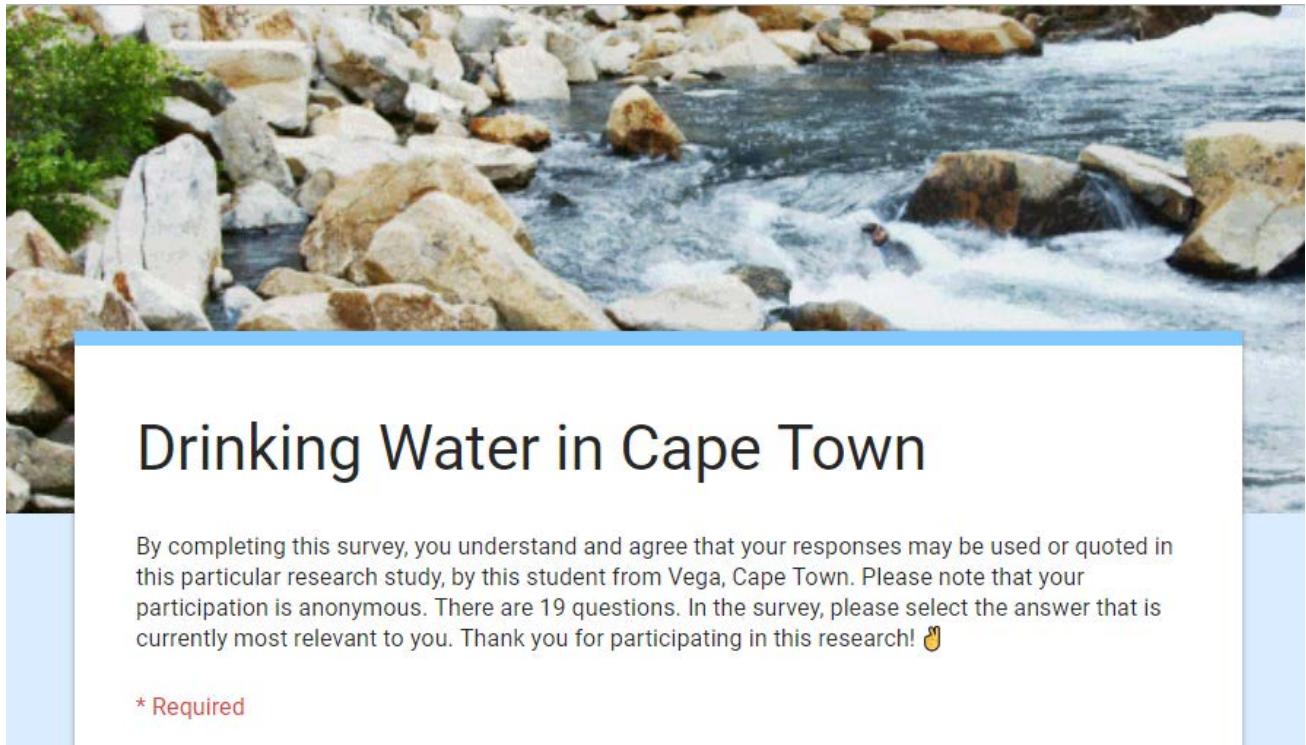
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Appendix A

This Google Forms survey consisted of 19 questions. The first section was an introduction to the main section that followed. The third section collected non-identifying information that would confirm eligibility for the study.



SECTION 1

1. Do you drink municipal tap water?*
 - ☐ Never
 - ☐ Rarely
 - ☐ Occasionally
 - ☐ Usually
-
2. Did you drink municipal tap water before the drought?*
 - ☐ Never
 - ☐ Rarely
 - ☐ Occasionally
 - ☐ Usually

3. Please select **all** the sources you have used for drinking water during the drought:*

☐ Municipal tap water

☐ Boreholes

☐ Bottled water

☐ Collected rainwater

☐ Natural springs (Like in Newlands and Muizenberg)

☐ Other: _____

4. What is your main source of drinking water?*

☐ Municipal tap water

☐ Boreholes

☐ Bottled water

☐ Collected rainwater

☐ Natural springs (Like in Newlands and Muizenberg)

☐ Other: _____

5. Do you drink bottled water?*

☐ Never

☐ Rarely

☐ Occasionally

☐ Usually

6. Compared to all other sources...*

	Strongly Disagree	Disagree	Agree	Strongly Agree
Bottled water tastes better	☐	☐	☐	☐
Bottled water is safer	☐	☐	☐	☐
Bottled water is better quality	☐	☐	☐	☐
Bottled water is healthier	☐	☐	☐	☐
Bottled water is more convenient	☐	☐	☐	☐

7. Please respond to the following statement: The drought made me more aware of bottled water brands.*

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

SECTION 2

8. Give yourself a minute and name as many brands associated with bottled water as you can recall from memory. No Google! 😊*

9. From the list you made, please name and rank the top 3 brands in your opinion. Example: 1. Brand X 2. Brand X 3. Brand Z*

10. Please give the main reasons why you ranked your top brand as the best?*

11. Think of a brand you would put at the bottom of the list. Please give the main reasons why.*
-
12. Please provide a minimum of 4 words that you personally associate with your top brand.*
-
13. How often do you purchase your top brand?*
- ☐ Never
 - ☐ Rarely
 - ☐ Occasionally
 - ☐ Frequently
14. Do you recommend your top brand to others?*
- ☐ Never
 - ☐ Rarely
 - ☐ Occasionally
 - ☐ Frequently
15. Imagine you want to buy your top brand, but it's unavailable. What do you do?*
- ☐ Buy another brand
 - ☐ Go to a different retailer
 - ☐ Don't buy water at all
 - ☐ Drink water from an alternative source (Like municipal tap water)
 - ☐ Other: _____

16. How often do you talk about your top brand?*

- ☐ Never
- ☐ Rarely
- ☐ Occasionally
- ☐ Frequently

17. How does your top brand engage with you?*

	Never	Rarely	Occasionally	Frequently
I see their Social Media posts	☐	☐	☐	☐
I see them in stores	☐	☐	☐	☐
I see/hear their ads on TV/radio	☐	☐	☐	☐
I go to their website	☐	☐	☐	☐
I get their newsletters	☐	☐	☐	☐
I see their ads in newspapers & magazines	☐	☐	☐	☐

18. Do you think your top brand should do more to build a better relationship with you?*

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

19. How do you feel about your top brand?*

- ☐ I have neutral feelings about the brand
- ☐ I like the brand
- ☐ This brand is awesome
- ☐ I love the brand!

SECTION 3

Please indicate your year of birth:*

Please provide the name of the suburb you reside in:*

Appendix B

The post submitted to the Smile Water Warriors Facebook group, amongst others:

The screenshot shows a Facebook interface for the 'Smile Water Warriors' group. The group cover features a cartoon frog holding a leaf with water droplets, with the text 'smile WATER WARRIORS' and a 'Smile 90.4FM' logo. A pledge button says 'I pledge to save water with Smile 90.4FM'. The post is by Hendrik Reynecke, dated 10 September at 10:01. The text of the post asks for help with a thesis on bottled water brands and requests participation in a survey. Below the text is a cartoon of a glass of water and an ice cube with dialogue: 'I WAS WATER BEFORE IT GOT COOL' and 'IT'S JUST A PHASE'. The post has 4 likes and 2 comments. The right sidebar shows the group has 47,767 members and a 'Use App' button.

Smile Water Warriors
Public group

About
Discussion
Your post
Announcements
Members
Events
Videos
Photos
Files
Recommendations

Search this group

Smile 90.4FM
75,033 people like this
Use App

ADD MEMBERS
+ Enter name or email address...

MEMBERS
47,767 members

SUGGESTED MEMBERS
Chat

Hendrik Reynecke
10 September at 10:01

Hi Water Warriors! I really need your help!! I'm an Honours student at Vega School, doing my thesis on bottled water brands and Capetonian millennials. So, if you were born between 1980-2000 and live in Cape Town, please complete this short survey: <https://goo.gl/forms/cCwdoOfUVMxwmk5e2> Your participation is anonymous! Sincerely, Hendrik 🙏

I WAS WATER BEFORE IT GOT COOL
IT'S JUST A PHASE

4 Likes
2 Comments

Like Comment Share

Dendalene Jacobs Too old 😊
Like Reply 6d

Bruce Davidson Done ✅👍
Like Reply 5d

Write a comment...

**THE INDEPENDENT
INSTITUTE OF
EDUCATION**

27 June 2018

**Varsity
College**

Student name: Hendrik Reyneke
Student number: 18000191
Campus: Vega Cape Town

Re: Approval of RESM8418 Proposal and Ethics Clearance

**vega**

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.

**ROSEBANK
COLLEGE**

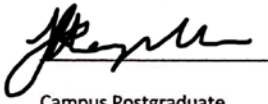
Your research proposal posed no significant ethical concerns and we hereby provide you with ethical clearance to proceed with your data collection.

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,


Charl van Loggerenberg
Supervisor
Coordinator


Campus Postgraduate

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RESM8419_2018_ALL_VGCT

Submit your assignments here > Review Submission History: Assignment 4: Final Research Report (POE)

Review Submission History: Assignment 4: Final Research Report (POE)

Assignment Instructions

BRAND EQUITY AS A RELATIONSHIP DEFINITION TOOL

Defining the relationship between bottled water brands and Capetonian millennials during a time of drought

Assignment Details

GRADE
LAST GRADED ATTEMPT /200

ATTEMPT 1
17/09/18 08:58 /200

SafeAssign 7% overall match

Submission
 [Reynecke Hendrik - 18000191 - RESM POE.pdf](#)

OK [Start New](#)

Appendix E

Research Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Key Findings	References	
The purpose of the proposed study was to explore how customer-based brand equity could be used as a tool to define the relationship between bottled water brands and Capetonian millennials in a time of drought	When used as tool, how does Keller’s customer-based brand equity (CBBE) model define the relationship between bottled water brands and Capetonian millennials during a time of drought?	If proved to be an effective tool, Keller’s customer-based brand equity (CBBE) model could be used to define other brand relationships, enabling strategic brand building and avoiding misalignment with customers	Kevin Lane Keller	Theme 1: Interpretivism	Paradigm Interpretivism	Qualitative	Online survey shared on social media (Facebook) and instant messaging (WhatsApp) platforms	Respect privacy of sensitive info to ensure anonymity. Transparent about terms and conditions associated with participation in the study	Keller’s customer-based brand equity (CBBE) model is an effective relationship definition tool. Capeonian millennials have a weak relationship with their top bottled water brands during this drought.	Brand and Brand Equity: Definition and Management (Wood, 2000)	
				Theme 2: Brand equity		Population					
				Theme 3: Brand and brand relationship		Population Parameters Capetonian millennials. 27% of population. Born 1980-2000. Online, mostly mobile devices.					
				Theme 4: Brand resonance	Ontology Nominalist view that reality is created by the mind					Conceptualizing, Measuring, and Managing Customer-Based Brand Equity (Keller, 1993)	
				Theme 5: Bottled water during drought							Reviewing the Concept of Brand Equity and Evaluating Customer-Based Brand Equity (CBBE) Models (Farjam & Hangyi, 2015)
Research Problem	Secondary Questions/	Key Concepts	Key Theories	Theme 6: Millennials during drought	Axiology Research is value bound. The researcher is part of what is being researched and is subjective. This research aims to understand the world.	Sampling	Data Analysis Method(s)	Limitations	Key Contribution	Brand Management (Klopper & North 2015)	
No prior research on how brand equity defines brand relationships	What is the relationship between Capetonian millennials and their top bottled water brands?	Brand, Brand Equity, Customer-Based Brand Equity, Brand Associations, Brand Resonance, Brand Loyalty, Millennials	Keller’s customer-based brand equity (CBBE) model and pyramid			Probability or non-Probability Non-probability	Unit of Analysis Individuals	Participant honesty. Participant ability to express emotions and perceptions. Bias.	Keller’s customer-based brand equity (CBBE) model is proved to be an effective brand relationship definition tool in times of change.		
						Sampling method Convenience	Data Analysis Hermeneutics				
						Size 102 Capetonian millennials					