



DOES THE USE OF LOCATION IN A BRAND'S IDENTITY CONTRIBUTE TO ITS BRAND EQUITY?

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Abstract:

The research conducted focused on investigating what the impact of location within a brand's identity is on brand equity. Through conducting a mixed methods research a case study was done on the clothing brand "Stellies". Quantitative data was collected in order to gain people's perceptions and associations of the brand. This data showed that Stellies was mostly associated with university life. Quantitative data collected depicted individuals views on what the associating attributes of Stellenbosch is. These attributes showed Stellenbosch to be a town with rich history, part town and a university town. The associations with Stellenbosch and The clothing brand was directly matched to each other in order to understand if the location has an influence on how the brand identity is perceived. In order to understand if this case was contributing to brand equity Keller's model was applied. The model helped gain insight on the fact that the locations influence did indeed influence the brands equity.

Chapter 1: Introduction

Does the use of location on a brand's identity contribute to its brand equity?

1.1 Background and context of study:

According to Aaker and Joachimsthaler(2009) Brand identity is the most important element that a brand needs. A brand identity is the way that a brand should be perceived by its target audience (2009:81). The brand image is thus the way through which the brand identity is communicated to the target audience to achieve perception on the brand identity. (Aaker&Joachimsthaler,2009:212-213). According to Karadeniz location is a key factor that influences consumer preference to a store (Karadeniz,2009:79-80). A unique way used to build a brand identity would be the use of not only in similar naming but also in associated attributes of the location. According to Aaker a brand needs to have a sustainable brand image to be able to have a long term success(Aaker,2005:34).

Therefore research will be conducted on this notion of using a location name to contribute a brands image, and if this specific use of a location name to build a brand's identity contributes to brand equity.

1.2 Problem statement

This problem is worth investigating as my participation as a brand ambassador have lead me to believe that the use of a location name to build a niche brand identity has an influence on the brand's sustainable image. Thus I would like to investigate and prove this notion. Trough further research conducted I have found that there is a gap in location branding market research. The use of a location name to name a brand and the influence of this tendency is also not a topic very often researched. According to Pike little research has been done one the intertwined relationship of brands and geography on various levels (Pike,2009:619). Therefore it is clear that there is a necessity for research to be done specifically in this field of location and branding.

1.3The main research question and set of two or three sub-questions:

Does the use of location in a brand's identity contribute to its brand equity?

Research Questions:

1. How do people perceive Stellenbosch?
2. What drives consumers to purchase the Stellies brand?

3. Does the image of Stellies as a niche clothing brand name correlate with the image of Stellenbosch as a town?
4. Does the use of location in the brand name Stellies add to the brand's equity?

Research objectives:

1. To determine how people perceive Stellenbosch as a town.
2. To establish why people buy Stellies clothing?
3. To determine if the attributes perceived in Stellenbosch as a town correlated with the attributes for purchasing Stellies clothing.
4. To estimate whether Stellies as a brand has equity.

1.4 Rationale

Research on the equity of a clothing brand identity is worth conducting as there is not a lot of information available on the use of a location name to name a brand or on brand associated with locations. There for there is a need for research in this field. Socially the research would also provide a view of what is seen as a sustainable identities within location branding and how to it is built. Thus it would be made clear whether the use of a place name to name clothing brand would be sustainable or unsustainable. There would be no scale used clothing brand that makes use of a place name would fall in between a sustainable brand identity or an unsustainable brand identity. As there would be no grey areas in between a sustainable and unsustainable brand identity my ontological approach would be of a realist nature.

Furthermore the attributes of a location is a valid point of study as this is what helps build a brand's identity associated with the location. These different attributes will be looked at through an interpretivist view. As these attributes influence human perception towards a brand such as "Stellies", human interest/ behaviour is an important part of this study.

1.5 Conceptualization:

Brand identity: A brand identity is a set of associations with a brand that is created and maintained. A brand identity represents what the brand stands for and makes it unique (Aaker,2005:34).

Brand image: The brand image is thus the way through which the brand identity is communicated to the target audience to achieve perception on the brand identity. (Aaker&Joachimsthaler,2009:212-213).

Brand Equity: How a brand adds value to consumers lives, a foundation that creates a positive attitude toward a brand, and how to capitalize on attitudes and loyalties of customers (What is consumer based brand equiy,2106).

Location: A site or position (Collins Gem, English Dictionary,1991:320). The site wherein a brand choose to exist is entangled with a brand's identity as a site has spatial value (Pike,2009:619).

1.6 Research methods

As both quantitative and qualitative research will be conducted during this study the research design will be of a mixed methods nature. It will be conducted through an interpretivist mind set as an understanding of a phenomenon within in a specific context based on perceived knowledge is sought. Research will be conducted through taking a sample from the population of various visitors to the clothing brand called "Stellies" (Abbreviated for Stellenbosch). The population will thus include those who have bought an item from the Stellies store.

The sample drawn from the population will be done according to purposive sampling. Therefor the sampling method used will be a systematic sampling. The research at hand will be done through purposive sampling as the research is conducted with a specific purpose in mind.

Data for sampling will be collected through the means of interviews and questionnaires in the form of a survey. The questionnaire will consist of close ended questions as it will be easier to draw samples from and to categorize the data. The questions will also be measurable according to a Likert scale from 1-7. Furthermore interviews will also be collected through one on one interviews with shoppers at the Stellies store. An in depth interview will also be done with the cofounders of the niche clothing brand Stellies.

The analysis of the data collected will be done through an inductive data analysis. Therefore data will be collected from where themes and answers will emerge.

1.7 Chapter outline

- **Chapter 1:** Introduction
- **Chapter 2:** Literature review
- **Chapter 3:** Research methodology
- **Chapter 4:** Findings
- **Chapter 5:** Conclusions

Chapter 2: Literature review

2.1 The attributes of Stellenbosch.

Stellenbosch is a town known for many different elements, these are incorporated into one term; the location name. Thus associations are formed with this location name. These associations can be good or bad, but what happens when this compact location name is used to form a brand's identity. Will these attributes connected to the town contribute to the brand's equity or will it bring the value of the brand down?

When looking at the clothing brand "Stellies" the attributes of Stellenbosch will be considered in terms of the brand's image. Stellenbosch consists of a very diverse range of attributes that people associate the town with. Stellenbosch is well known as a "student town" and the University of Stellenbosch is one of the town's main features (University and Education, 2016). Alongside this phenomena of a "student town" the pubs and "student drinking holes" is a well-known factor (Hamilton and Ferreira, 2013:235-263). Therefore the aspect of parties, being young and carefree is a common association made with the town.

Although academics form a big part of the town, history and art plays does not shy away. The town is known to be one of the oldest towns in South Africa and consists of a rich history. Museums are very popular within the area (History, 2016). Art and literature galleries are also of popular demand in the town with artists like Potchi and writers like Breyten Breytenbach that inhabit the town (Arts, 2016).

Stellenbosch is a town never short of adventure. As the town is located within the heart of the Cape winelands it offers a great deal of nature with spectacular scenery that accompanies great amount of outdoor activities that can be enjoyed. These activities include hiking, adventure camping, mountaineering, mountain biking, river rafting etc. (Adventure, 2016).

The winelands of Stellenbosch is never far of the top of the scenery list and is one of the main associations made with the town. The town includes over 200 wine producers and is known for its wine tours and tastings (wine, 2016).

With all of these attributes at hand Stellenbosch has a certain quality of life to be acknowledged. As a previous student at the University of Stellenbosch I have observed that the town is set on a pedestal for all its accomplishments and diverse

offerings. There is a certain quality of life within the town that most people undertook, a life of luxury and leisure. This quality of life and all the attributes associated with Stellenbosch will thus be weighed against the identity of Stellies to establish the influence it has on the brand's equity.

2.2 The perception of Brand image through its identity.

According to Aaker and Joachimsthaler(2009) Brand identity is the most important element that a brand needs. A brand identity is the way that a brand should be perceived by its target audience (2009:81). The brand image is thus the way through which the brand identity is communicated to the target audience to achieve perception on the brand identity. (Aaker&Joachimsthaler,2009:212-213). Therefore Stellies brand image could potentially include consumers perceptions of Stellenbosch the town itself that they link with the brand.

Srivastava(2011) makes the important point of differentiating brand identity as how brand strategist want's the target audience to perceive the brand, where brand image is how the brand is currently perceived in the minds of consumers (2011:341). Stellies made use of their location (Stellenbosch) as an element of their brand identity. Stellies therefore consists of a brand image where location is a factor for brand perception. Therefore research will be focused on how Stellies is currently perceived by consumers through the use of the brand identity where location plays a core role.

2.3 The influence of location on a brand image.

A brand identity is the driver of brand image as Aaker(2009:212) stated. Location is a possible driver of the brand image that Stellies projects. Therefore there needs to be established what exactly the influence a brand identity driven by location is on a brand's image.

According to Ghodeswar brand image cause consumers to form an emotional value (Ghodeswar,2008:4). Coop states that the emotional value forms due to the fact that a brand image is a way through which consumers express themselves. Consumers are able to express themselves as brand image consist of attributes that consumers are able to identify with (Coop,2005). Thus these texts will help to establish to which

level the brand image that Stellies project's is successful to means of forming an emotional value.

According to Chattaraman et al. (2010) consumers are able to form emotional value to a brand due to the fact that it triggers social identity within a social context.

Therefore the brand image reflects a certain type of role people play within a social context (2010:264). Therefore there is a need to establish to what means location influence the perception of Stellies's brand image associated with the lifestyle within the Stellenbosch. A relevant point to undertake within this research is whether location adds identifiable attributes associated with location society to brand image.

Trough determining how location influence attributes associated with brand image, it is hard to ignore that geographical location plays an important role within this study. According to Pike (2009) Geographical location ads various values and meanings to a brand's image. Pike states that the same values that consumers attach to a location applies to brands within that specific location (Pike,2009:619-612). Miranda and Parkvithee(2013) also states that the perception a consumer has of a location and its values determines whether consumers will buy a brand (Miranda&Parkvithee,2013:388). Thus there will be established to what extent the values and attributes of a location applies to a brand like Stellies, that deliberately makes use of location within in its brand identity and brand image.

Yu et al. states that the influence of location on a brand image could be of a good or bad sense. It could increase the equity of a brand if the location of the brand is seen in a positive light. The brand could also decrease in its equity if the location is seen in an negative light (Yu et al,2013:599). Therefore Stellies could be seen in either a negative or positive light. The way through which Stellies is perceived by its brand image is an important point to draw, due to the fact that location is the main driver of the brand's image. A correlation has to be made between if the brand image is perceived as good or bad by consumers, as this could have an impact on the brand's profitability.

As Stellies is focused within the niche market sector not only is there a need to establish what the influence of location is on a brand image, but also on the brand image of a brand operating within the niche market. According to Jarvis and Goodman(2005) location plays an extremely important role within the niche clothing

market sector. A niche brand will only capture a share of the market as it specializes within one type of product and it is not available everywhere (Goodman,2005:292-293). Thus only consumers within a certain location or tourists visiting the location will aspire to purchase from the brand. As Stellies is a small clothing brand operating from within Stellenbosch, specialized in clothing that is even more so location focused, they will according to Goodman only attract the sector of the market that has a relationship with Stellenbosch in one or other way. Thus the brand image, through using Stellenbosch as a location to build their identity, might cause the brand a smaller market interest and therefore a smaller profit.

It is clear that there has to be drawn if a brand image that projects location as the brand identity is sustainable for a niche brand's future. Therefore location within a brand identity could possibly have an impact on the brand's equity.

2.4 The influence of location on the retail clothing sector.

As location is such an important driver within the study it is important to research location within the products that Stellies specialise in: the clothing sector. According to Karadeniz location is a key factor that influences consumer preference to a store (Karadeniz,2009:79-80). Therefore it is important to evaluate the direct impact Stellenbosch as a town has on consumer preference of Stellies. Fox et al writes about how important it is for a retailer to find a good location to position itself in as a bad store location can influence the performance of the retailer (Fox et al,2007:2). Fox et al only includes a discussion of the location importance in terms of store positioning, but the recurring question includes using a location itself to form a brand identity, not only as a store position still remains. Could this also influence the brands performance?

Baker and Grewal studies the extent to which different elements of the retail store environment influence customer's perception of the store/brand image. They state that the elements within the store itself may influence consumers decision to purchase from the store (Baker&Grewal,1994:329). Instore experience is therefore a valuable experience but what about out of store experience and how this drives consumer decisions to partake in the brand. Therefore within the case of Stellies out of store experience is very important to establish. Baker and Grewal suggests that there is clear links between the instore environment and consumer perception of the brand image (Baker&Grewal:1994,329).From personal experience working as a

shop assistant inside the Stellies store I have observed that the direct link between the Stellenbosch as an out of store environment and the brand is a definite factor. Therefore it is important to prove this phenomenon. According to Bakker and Grewal a brand image is a set of ongoing perceptions that a consumer has about the brand, this is ultimately driven by attachments made about the brand (Baker&Grewal,1994:329-330). Attachments made to Stellies through its out of store environment experience is a factor that should be acknowledged as it plays such a direct role on the brand.

2.5 Equity on brand image

According to Aaker and Joachimsthaler (2000), brand equity ensures long term advantages to a brand and can be to a competitive advantage to a brand (Aaker &Joachimsthaler,2000:39). Therefore brand equity ensures the long term success of a brand. There are several ways trough which brand equity ca be reached, but according to Aaker and Joachimsthaler, the first step in reaching brand equity is trough creating a successful brand identity that differentiate the brand from its competitors and projects and image to consumers that builds associations and relationships (Aaker&Joachimsthaler,2000:40). Therefor a brand image is very important when it comes building an equitable brand.

According to Fatt (1997:1), the communication of a brand image is nothing new, but the most important struggle through ages is to develop an image that delivers on brand equity, this will determine the success of the brand communication (Fatt,1997:1). Fatt describes an equitable brand, as a brand that that delivers the greatest potential for long-term benefits (Fatt,1997:2). Therefor it needs to be established if “Stellies” delivers great potential for long term benefits. This potential of a brand usually lies within the brand image that is perceived, which is generated through the brand’s identity (Fatt,1997:2). Thus the impact of using a location name on a brand’s equity is of great importance during this study. There will thus be established if “Stellies”, as a location brand, generated a brand image to gain an equitable brand image.

Brand Equity through brand image is established through accomplishing certain criteria. According to Czinkota, Kaufmann, Basile a brand reputation. Its image should be conveyed better than its competitors in order to be favoured by consumers (Czinkota et al,2014:95). Czinkota, Kaufmann and Basile also suggest that products

will also be perceived according to how brand image is perceived (Czinkota et al,2014:95). Thus if brand image is perceived in a positive light products will be bought accordingly. The Question to be asked and answered according to this notion is as follows: Are Stellies products bought according to the way in which the brand image is perceived. Furthermore a brand gains equity through the brand's communication ability of the brand image (Czinkota et al,2014:95). It must be established if the communication of the brand image is clear and coherent. In other words does the consumer understand what the brand represents and stand for (Czinkota et al,2014:95).

These Criteria points can be used to measure a brand's equitability. According to Aaker and Joachimsthaler a brand's image should be evaluated on the following images to be equitable: "Does the brand identity Capture an element important to the brand and does this provide consumer value or support customer relationship, does the it help differentiate the brand from it's competition.

(Aaker&Joachimsthaler,2009:147) . Thus Stellies, as a niche clothing brand, will need to be evaluated according to this criteria to establish if the brand's image that is built through making use of location in its brand identity is equitable.

It is clear that there are a lot of factors that might have an influence on a brand's equity and that location could be one of these. These factors could be positive or negative and we therefore should establish the degree of influence that these have on the brands equity, both negative and positive.

The effects of location on brand equity are measurable through using Keller's model. According to Keller's model brand equity can be measured in four steps. These steps include establishing a good brand identity in order to establish great brand awareness, a brand meaning must be created through establishing strong and unique brand associations, to draw out responses that are positive to the brand and fourthly to create a strong relationship with consumers that will evoke brand loyalty (Keller,2001:1). Thus Brand equity within the Stellies brand can be evaluated trough instilling these steps that occur within Keller's model.

Chapter 3: Research methodology

3.1. Introduction:

Through this research there will be determined if the use of location within a brand's identity has an influence on the brand's value within a retail clothing environment. Using a small retailer I will investigate if location brings a positive or negative influence brand equity with regards to a particular brand's image. The research will be conducted as a case study. The focus of the case study will be on the brand Stellies, a niche clothing brand situated in Stellenbosch.

I have decided to use a case study method combined with a questionnaire as it is apparent that "Stellies" is a success story and I decided to find out why. This included an analysis of consumer behaviour with regard to their product "Stellies" purchases. This included an analysis of what attributes consumers sought in making their brand purchase at "Stellies" versus the brand attributes that they associated with Stellenbosch or "Stellies" as Stellenbosch is affectionately known. Recognising that there is generally a difference between 1) Brand Identity – the way the brand wants to be perceived and Brand Image – the way people see a brand (Aaker & Joachimsthaler, 2009:212-213). My observance focussed on determining consumer perceptions of the Stellies brand image and the location attributes associated with the brand to gain both nominal and informative data information.

As the research will be conducted acknowledges the relationship between reality and the research conduct and Epistemological paradigm will be flowed. The approach set out within this paradigm includes an interpretivist approach. This is due to the fact that perceived knowledge in a brand that used location to build its identity is being explored. The specific context wherein this notion exist the focus of this research. Thus the case of Stellenbosch as a locations influence on a brand's equity is the focus.

As a real world problem in the form of a case study an ontological orientation will be adopted. Furthermore the study will be done through a pragmatic point of view as a real world situation will be the focus of the study.

This chapter, chapter3 explains the various methods used to obtain information about the influence of location branding on a brand's image. The chapter includes the explanation of the quantitative and qualitative research to be done.

3.2. Research problem:

I will be using equity as the measure for evaluating the use of location on the brand's perceived image. The use of a case study to identify what the exact influence of location on a brand's perceived image is, is important as it makes the research relevant to real live context. Therefore these elements all contributed to the formation of the research problem.

The research problem worth investigating is thus:

Does the use of location in a brand's identity contribute to its brand equity?

3.3. Research Questions:

In order to address the research problem I have I have raised the following four questions:

3.3.1 How do people perceive Stellenbosch?

3.3.2 What drives consumers to purchase the Stellies?

3.3.4 Does the image of Stellies as a niche clothing brand name correlate with the image of Stellenbosch as a town?

3.3.5 Does the use of location in the brand name Stellies add to the brand's equity?

3.4. Research Aims

In order to gain answers to the research questions I set myself the following aims:

3.4.1 To determine how people perceive Stellenbosch as a town.

3.4.2 To establish why people buy Stellies clothing?

3.4.3 To determine if the attributes perceived in Stellenbosch as a town correlated with the attributes for purchasing Stellies clothing.

3.4.4 To estimate whether Stellies as a brand has equity.

3.5.1 Methodological orientation:

According to Creswell et al Quantitative research relies on numerical data, thus this type of research include the testing of variables. Means of receiving numerical data would include experiments and survey studies. Through quantitative research theory's about reality are tested and looks for the probable cause and effect. Qualitative research on the other hand focuses on the description of variables rather than the numerical focus. This type of research describes the relationship between the variables. Through conducting qualitative research a hypothesis is usually observed and measured. (Creswell et al,2016:307). "The use of location name in a brand does have a positive effect on Stellies"

To decide which route I want to follow in my research methodology I have taken into account the following I will employ both qualitative and quantitative research methods using a mixed method study. The qualitative and quantitative data gained will be evaluated to pin point if Stellies has achieved brand equity. This will be done through using Keller's model on brand equity. This model includes four steps through which Stellies will be evaluated through the data gained. Figure 3.5.1 showcase this model and the 4 steps it includes on achieving brand equity.

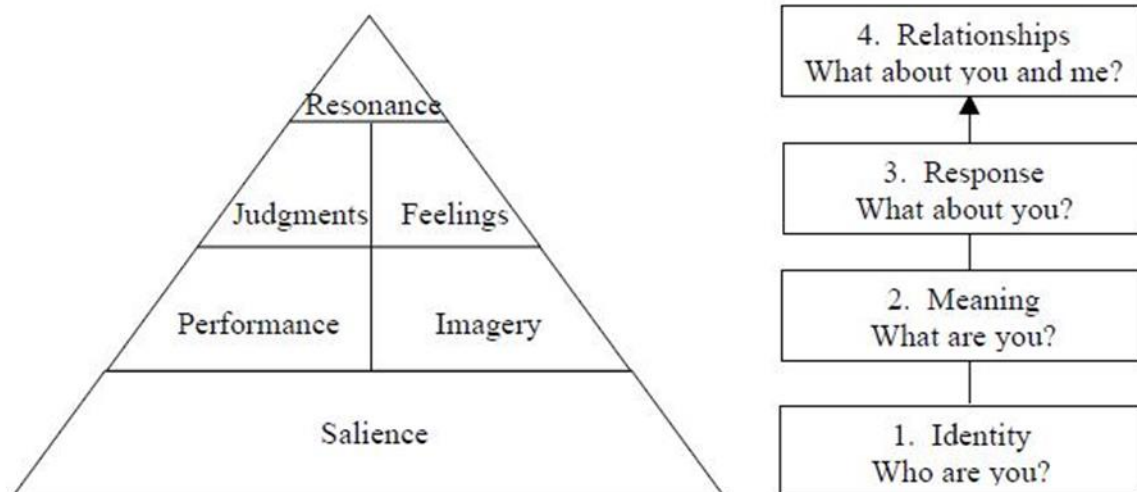


Fig 3.5.1 (Keller,2001,7)

3.5.2 Population and Sample

A Population is described as the process of taking a subset of subjects that represent an entire population of a sort (Population Sampling techniques,2016). Therefor a population is all people that shop at Stellies. It is only a piece of a bigger population that is the subject of study. Therefor the population that will be focused on during this research will include All Stellies consumers that bought a product at the Stellies store in the Neelsie Shopping Centre.

The sample to which the population belongs will be a purposive sample. Sampling is described as why to learn about the population that is being studied, and it is thus very important to draw a sample that will represent the whole population (Creswell et al.,2016:198). The research at hand will be done through purposive sampling as the research is conducted with a specific purpose in mind. Thus the purpose would include consumer's attitudes towards Stellies brand image and therefor to determine the effect on its brand value. Therefor the sample would exist out of 50 Stellies consumers.

3.5.3 Research design

As both quantitative and qualitative research will be conducted during this study the research design will be of a mixed methods nature. To be more specific a case study mixed methods design will be used. According to Creswell et al. a case study mixed methods design is used when a researchers needs to make quantitative summaries of contextual information to enhance the qualitative descriptions of the case

(Creswell et al.,2016:320). In the case of the research that needs to be conducted Stellies will be used as a case study that needs to be qualitatively describe, the qualitative descriptions will also be substantiated by quantitative data collected.

The tools that will be made use of within in this research design to gain both qualitative and quantitative research will include semi structured interviews and questionnaires (Surveys). Questionnaires will be used to gain information on sampling and thus provide me with the normative information needed. The answers will be weighed on a Likert scale which measures from 1-7, where 1= disagree and 7 would be very much agree. These questionnaires will consist out of eight questions. Semi structured interviews will be conducted to gain insights from the brand owners about the brand and to determine if the internal brand identity correlates with the perceived brand image. Short semi structured interviews with 50 Stellies consumers will also take place to gain their insights on how they perceive Stellies. Qualitative research will also include secondary research such as consulted literature to substantiate findings.

3.5.4. Data Collection

Data collection is the process whereby a researcher gather and measure information on variables of interest to be able to answer the questions stated within a study. (Responsible conduct in data management,2016). The data that will be collected through interviews and surveys for this study will be done through personal contact. Therefor a survey will be conducted with 50 Stellies consumers as well as a short interview with each of these consumers after they have bought a product at the Stellies store over a period of two days. The survey will be done to determine in what light consumers perceive Stellenbosch. The semi structured short interviews will be done to find out why consumers buy Stellies.

The longer semi interviews will be also be conducted through personal contact with the co-owners of Stellies to determine what they want to achieve with the Stellies image and if that correlates with what is perceived by the public.

3.5.5 Data Analysis

As the research conducted is of pragmatic nature, data analysis would be done according to a deductive data analysis. Therefor data would be analysed according to themes that have emerged trough previous literature studied. The themes trough which data would be analysed includes: the influence of location on a brand's

identity, consumer attitudes towards a brand that makes use of location within its identity, the effect of location branding on a brand's identity and brand equity.

3.5.6 Reliability, Validity and Trustworthiness

Reliability is describes as then way through which a measurement instrument is repeatable and consistent (Creswell,2016:283). To make sure that the questioners as the measurement instrument within this study is consistent, reliability will be achieved through the test and retest reliability. Therefor the questionnaires will be repeated and given to Stellies consumers on two occasions. There after the results of both sets of questionnaires will be compared to each other. A correlation coefficient will be calculated to establish if the questionnaires has a high reliability.

Validity on the other hand is the way through which an instrument really measures what it is supposed to measure. Therefore I will present the questionnaires to an expert before utilising them. This will ensure that I have content validity.

Furthermore to ensure that the qualitative research done is trustworthy, a critical examination of the literature researcher's bibliography will be done, as to see whether the sources used within the literature is reliable and well referenced.

3.6 Methodology Conclusion

The study of the effect of location on a brand's value is clear to be conducted through a mixed method research approach. As the case study through which the research will be conducted requires a form of quantitative research to establish what exactly consumer attitudes is towards a brand that makes use of location within its identity. Therefore the research design include a case study of mixed methods design. Qualitative research is needed to explain and substantiate the quantitative findings. Quantitative research will also be used to establish what the implied brand image for Stellies is and weather this correlates with numerical findings on the consumer attitudes and perception. Therefor the model of Keller will be used to unify the informative a numerical findings through the lens of brand equity.

Questionnaires and interviews will thus be conducted through using the lens of Lassar to achieve findings on brand equity. The questionnaires will be handed to a population of 50 Stellies consumers which will be the subject of a purposive sample. The sample type is chosen as specific purpose is in mind when taking the sample, which being to

determine consumer's attitudes towards Stellies brand image and therefor to determine the effect on its brand value.

Chapter 4: Data Analysis

I have approached this study using a mixed methods approach obtaining both qualitative and quantitative data. Qualitative data collection consisted of interviews with the Stellies brand owners, Stellies consumers. Quantitative data collection consisted of surveys that where handed out.

4.1Qualitative data

Consumer interviews

In-depth interviews with 50 consumers of the Stellies store was conducted to find out how they perceive the brand and what their underlying motives are for purchasing at the Stellies store. To analyse this set of qualitative data all of the interviews were decoded. The decoding process consisted of placing the written out data from the soudfiles into tables according to the themes that derived from the data. These themes mainly consisted of associated attributes of the Stellies brand as seen in Figure 4.1.

Tourism.	Being young and care free	Heritage	Quality	University life	Status and style	wine
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Fig: 4.1: Attributes associated with the Stellies brand.

It was clear through the data analysed that most shoppers at the Stellies store associated the brand with a young and care free life style, as well as University life. Most answer on the question : “With what do you associate the Stellies brand reflected this answer : “Definitely young and carefree university lifestyle”. Furthermore I picked up that status and style was a big driver of consumers purchasing the brand. Consumers identified the brand with quality, status and style. Figure 4.1.2 shows a clear percentage of how many customers related the brand to each theme.

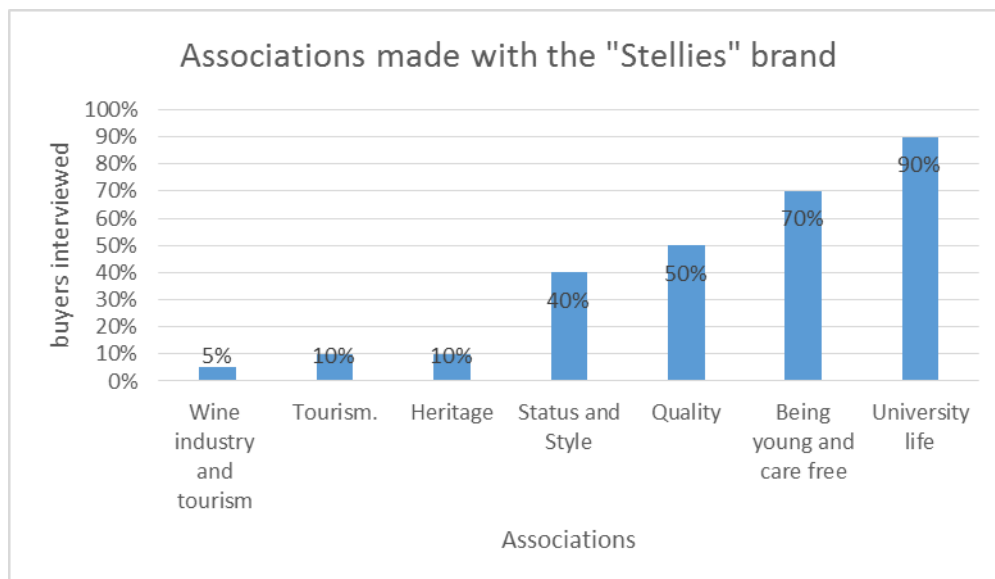


Figure 4.1.2: A graph of associations made with the Stellies brand.

The bar graph in Figure 4.2. includes percentage Stellies customers that associated the brand with a certain attribute on the y axis and the attributes on the x axis. 90% of the people that purchased from the brand associated it with University life and 70% associated it with being young and care free resulting in the two highest amounts. The lowest level of association include the wine industry, tourism and heritage, where only 5% identified the brand with wine tourism as they would usually wear an item from Stellies to go wine tasting. Ten percent of shoppers associated the brand with tourism and heritage as some of the logos on the shirts reminded them of this aspect. Status and style and quality resulted as middle level of association with 40% of people buying from the brand as they like the style and like the status gained with wearing something

from Stellies. Furthermore 50% of buyers associated the brand with good quality as it is made locally.

In-depth interviews with Stellies brand owners:

The in-depth interview with the Brand owners of Stellies was done to gain knowledge on what is the Brand identity of Stellies set up to be from the brand's point of view, and how using a location name to build their brand identity helped to build brand equity.

According to the co-owners of Stellies their desired brand identity is as follows:

- Slogans: Live the life you'll always remember. It's all about writing stories today that would be worth remembering tomorrow or years from now. This is an approach to life that is projected by the brand in most of their consumer contact points. They want people to buy into this identity."
- The tone of the brand is set to be very young, trendy and cool.
- The brand includes an aspect of Stellenbosch's natural style and trend.

They believe that the aspects of the location that builds on brand equity are as follows:

- Students buy into the slogan.
- It is sustainable within the niche it is sold in as it provides an association with the geographic environment.
- There is a quality component in the name based on the association with the quality of life.

Aspects of the location that takes away from brand equity:

- They feel that the Stellies name makes certain people feel inclusive and others excluded. There may be a negative component to the use of a location name in this context where people have no connection to Stellenbosch. This could be a valid concern for the future growth of the brand, particularly with the owner's plans to open additional stores outside the Stellenbosch area.

•As most people use the name Stellies to refer to the town, any negative online media associations would have a direct connection with Stellies as store brand.

Noticeable quotes:

-“As Stellies includes the use of a Location name to build its identity the brand forms part of a niche market. This market includes certain people and exclude others, thus for Stellies to grow it needs to move away from the associations made.”

-“As the brand is seen at this moment, if people buy into the Stellies brand identity they do it for the party, good times and experiences as a student”

4.2Quantitative Data

A survey in the form of a questionnaire was handed out to 50 customers at the Stellies store from which quantitative data was obtained. The surveys collected data on how Stellies consumers perceived Stellenbosch as a town by asking them with what attributes they associated the town with most. The attributes included:

- A place of tourism.
- A place where status and style plays a role
- A town with rich history
- A young and vibrant culture
- Party town
- The wine Capital of South Africa
- University life

(Stellenbosch,2016).

These attributes where measured by the consumers in a Likert scale that ranged from one to seven and where the lowest ranking was entirely disagree and the highest was entirely agree. Figure 4.2.1 is an example of this survey and the scale:

	<u>Entirely disagree</u>	<u>mostly disagree</u>	<u>Somewhat disagree</u>	<u>Neutral</u>	<u>Somewhat agree</u>	<u>Mostly agree</u>	<u>Entirely agree</u>
A young and vibrant Culture.							
A place of tourism.							
The wine capital of South Africa.							
Party town.							
University life.							
A place where status style and plays a role.							
Rugby culture.							
A town with rich history.							

Figure 4.2.1: The scale to which each attribute of Stellenbosch could be measured.

The following graph in Figure 4.2.2 shows the results calculated from the surveys:

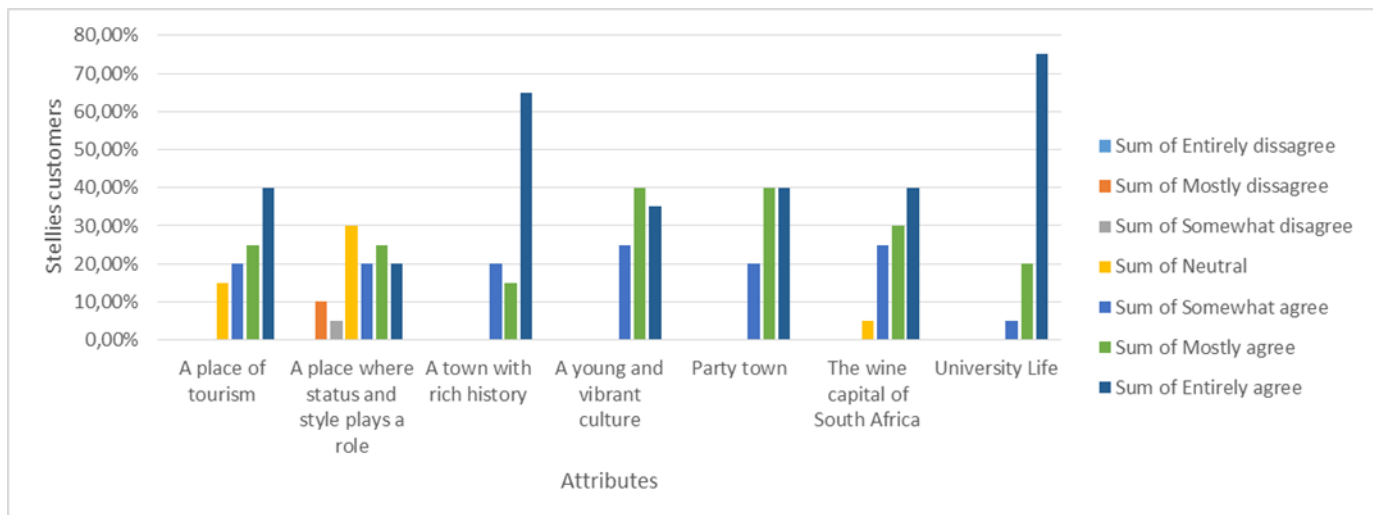


Figure4.2.2 A graph that shows peoples associations with Stellenbosch.

It is clear that the highest association with Stellenbosch measured at the highest ranking in includes University life with 75% of people ranking this attribute at the

highest. This attribute is not ranked below neutral thus this is a very high level of association. A town with a rich history includes a 70% ranking at the highest point of the scale (entirely agree), this attribute is also not ranked lower than neutral. The association of Stellenbosch with a place of status and style has a very mixed ranking as it includes a ranking from mostly disagree with 5% till entirely agree with 10% of the rankings are dispersed between these two rankings. In entirety the association with a place of status and style includes the lowest ranking none of the other attributes where ranked lower than mostly disagree.

Chapter 5

5.1 Interpretation and discussion of findings:

Through thorough research I have discovered how Stellenbosch as a town correlates to the perception of the Stellies brand and how this adds to brand equity, but in order to achieve this I had to first find out how Stellenbosch as a town is perceived. According to the literature studied Stellenbosch is mainly known to be a student town as “Stellenbosch University” is one of the town’s main features (University and Education,2016). According to the survey done this statement is known to be true as 75% of those interviewed entirely agreed that they associated the town with university life. This association was ranked the highest on a survey that ranked from 1-7 (where entirely agree is the highest ranking). The notion of a university life includes various different aspects and does not only include the University as an academic institution, but aspects linked to the student experience. According to Hamilton and Ferreira part of the experience within a student town includes student drinking holes (pubs), parties and a young and carefree lifestyle (Hamilton and Ferreira,2013:235-263). Thus it was an important finding that 40% of people mostly agreed and 35% entirely agreed that Stellenbosch is a town associated with a young and vibrant culture. The association with these attributes translates to the image people have of Stellenbosch as a party town, with pubs and parties are generally linked to student culture. This attribute (Party town) was entirely agreed on by 40% and mostly agreed on by 40% where the lowest ranking was somewhat agree with 20%, giving this association a high ranking.

A very important attribute that Stellenbosch is known for is its rich history and heritage, According to the Stellenbosch tourism society as Stellenbosch is known to be one of the oldest towns in South Africa the town's history and museums are seen to be very important (History,2016). The surveys done show that most of those interviewed agreed with this fact, 70% indicated that they entirely agreed in the association of Stellenbosch with a town of rich History.

A surprising factor found was that Stellenbosch as a town with status and style was given the lowest ranking out of all the attributes, although only a few disagreed entirely. From personal experience the town has always been seen as an affluent town where quality and status plays an important role. 5% indicated that they disagreed entirely on this attribute where 30% remained neutral on this fact and only 20% entirely agreed.

Thus it is clear that there is no direct association that status and style predominantly shines through.

Attributes that stems from university lifestyle had a very high ranking when associations are made with Stellenbosch, making these attributes the main associations made with Stellenbosch and a key focus of this study.

To establish if the perception that people have of Stellenbosch as a town can be seen within how people perceived the Stellies brand, I had to establish what drives people to purchase from Stellies. According to the data gained through 50 instore interviews with Stellies consumers 90% of individuals associated the brand with University life, resulting in the highest association. The second highest association made with the Stellies brand was a young and care free life style where 70% indicated on this association. According to Chattarman et al (2010) a consumer forms an emotional value with a brand as it triggers a part of their social identity when they are compelled to invest in the brand. These consumers buy into a role they play within a certain type of social context. Thus these two aspects that resulted in the highest two associations are indeed the highest motivations for individual to buy into the Stellies identity. Consumers perceive Stellies as a brand that establishes them within the context of a young and care free student at University. The perception of quality was also a high ranking factor when people spoke about Stellies, 50% of those interviewed indicated that they associate the brand with quality. Thus making quality factor that might influence people's decision to buy an item from Stellies but not the most important factor. As one of the interviewees indicated: "I am buying Stellies not so much for the quality, it is definitely important that the quality is good, but I purchased this item more for the Brand's name." Thus making the social attributes associated with the name the biggest purchase motivation.

According to Aaker and Joachimsthaler(2009) a brand image is how the brand is perceived by consumers, Stellies is perceived as a brand that establishes a young student culture, but where brand identity is the way the brand should be perceived by the target audience (2009:81). The brand identity and the brand image does not always coincide with each other. Through interviewing the Stellies brand owners it was possible to correlate what they wanted the associations made and thus the motivations to purchase Stellies to be. According to the co-owners of the Stellies brand they set

out the brand identity to resonate with the brand's slogan: "Live the life you'll always remember". Making the brand all about writing stories that would be worth remembering tomorrow or years from now. This is also a factor that they project into most of their contact points thus making it the lifestyle they want their consumers to buy into. The tone of the brand is furthermore set out to be very young, cool and on trend. There are also definite aspects in the brand that includes the natural style and trend of the town (Stellenbosch) itself. It is clear that the brand owners have no intention of linking the university directly to the brand, although this is an attribute that motivates many consumers to purchase from the brand. They do however play in to the notion of a young lifestyle and accentuates the fact that life is worth living. This however correlates with association made with Stellies as a young and carefree brand.

According to Baker and Grewal instore experience is a very important factor on how consumers perceive a brand. They believe that there is a direct link between instore environment and consumer perception(Baker&Grewal,1994:329), however they do not comment on the importance of out of store experience and how this could be a possible a factor influencing consumers perceptions on a brand. Through the research done it is proven that there is a direct link between the out of store environment and consumer perception of a brand. It is shown that one of the highest ranking attributes associated with the Stellenbosch environment includes the University where most people that buys from the Stellies brand associate the brand with university life. As 90% of people that shops at Stellies associate the brand with university life and 75% of people associate Stellenbosch with the university there is definitely a direct link between how people experience their out of store environment and their brand perception. A factor that also leans towards this fact is that the Stellies brand is seen as a brand associated with a young and care free life style, The association with Stellenbosch as a town with a young and vibrant culture was ranked at 40% entirely agree and 35% mostly agreeing. Giving this attribute a high ranking as it was not ranked lower than neutral with most percentages in the higher ranks. This young and vibrant environment associated with the town can also be directed towards the brand creating a direct link. This direct link is a way of forming value with consumers. According to Ghodeswar consumers form an emotional value with a brand image (Ghodeswar,2008:4). This emotional value according to coop is due to the fact that a brand image is way the consumer express themselves. Thus consumers buying in to

the Stellies brand identity use the brand as a way to express themselves and thus forms value. Through looking at the statistics gained consumers feel that Stellies establishes their young, care free university life. Thus they buy into this identity of being a young and care free student. As Chattarman states it triggers their social identity within their social context (Chattaraman,2010:264).

Now that the direct correlation between the brand's perceived image and the brands identity is made it is important to understand the influence that location may have on the brand's equity. Thus the question "Does the use of location in the brand name Stellies add to the brand's equity?" has been asked. According to Pike consumers apply the values of a location to a brand within a specific location, Stellies is seen as a student town thus the values associated with this factor is being linked to Stellies such as being young, carefree and university life. The fact that the Stellies brand owners created the brand identity so that people can buy into the life style of living the life you'll always remember definitely plays into these associations made: "Students buy the brand to remember all the parties and the good times, that's what living the life you'll always remember means to them, although this is not the only aspect of the slogan that we want the focus to be on." These values added is a positive driving factor for purchases and adds value to the brand. The brand owners also stated that as the name "Stellies" is often used to refer to the town, trending online media about the town put out in a negative light such as student protests, strikes etc. has had a negative influence on the light in which their brand is perceived. Yu et al. states that a location can either increase or decrease in equity depending on the light through which the location is perceived (Yu et al,2013:599). In this instance where negative media is directly affecting the brand it does not have a good influence on the brand's equity. Another factor concerning locations influence in brand equity is the fact that according to Goodman equity forms part of how many consumers you can attract with the value that your brand offers, brands that forms part of a niche within a specific location only captures a specific part of the market. The co-owners of Stellies states this factor very clear: "As Stellies includes the use of a location name to build its identity the brand forms part of a niche market. This market includes certain people and exclude others, thus for Stellies to grow it needs to move away from the associations made." Therefore the brand only includes those who makes the association with the Stellenbosch as a town and the attributes that are linked to the brand.

It is clear that value is added and taken away through using a location name to build brand identity. Thus it is important to evaluate the brand's equity and if brand equity is influenced within a positive or negative light. According to Aaker and Joachimsthaler the first step in reaching brand equity is through creating a successful brand identity that differentiates the brand from its competitors and projects and image to consumers that builds associations (Aaker & Joachimsthaler, 2000:40). The Stellies brand identity is mainly built on around the slogan "Live the life you'll always remember" The slogan alongside the brand name sets the brand apart from other clothing brands in the area as it speaks directly to the Stellenbosch market. The slogan builds associations in terms of the student's young and care free life style within the area, where the name establishes individuals within that social context. Fatt states that a brand that owns equity is a brand that delivers on long term benefits (Fatt, 1997:2). In terms of long term benefits Stellies will remain equitable within the Stellenbosch area as the attributes of the location will always build on the brand, but according to the Stellies brand owners in terms of expansion they would have to move away from the student life associations made with the brand if they would want to grow outside of the Stellenbosch market to. They would need to include consumers from other markets. Aaker and Joachimsthaler states that the associations made should capture an element that is important to the brand and it should add value to consumers lives to gain equity (Aaker & Joachimsthaler, 2009:147). The element "live the life you'll always remember" is a definite factor that is important to the brand and is captured by its identity, this also adds value consumers lives as it provides them with a brand that helps them celebrate their current young, student life and gives them an object that they can identify with. It is a visible expression of their social context.

To evaluate all these valid points Keller's model on brand equity is a model that specialises in pinpointing brand equity within a brand on different levels. Thus Keller's model on brand equity will be used to evaluate if influence that location has on the brand image that is perceived adds to the brand's equity. Figure 5.1 is an example of Keller's model, figure 5.2 is the model adapted to the Stellies brand.

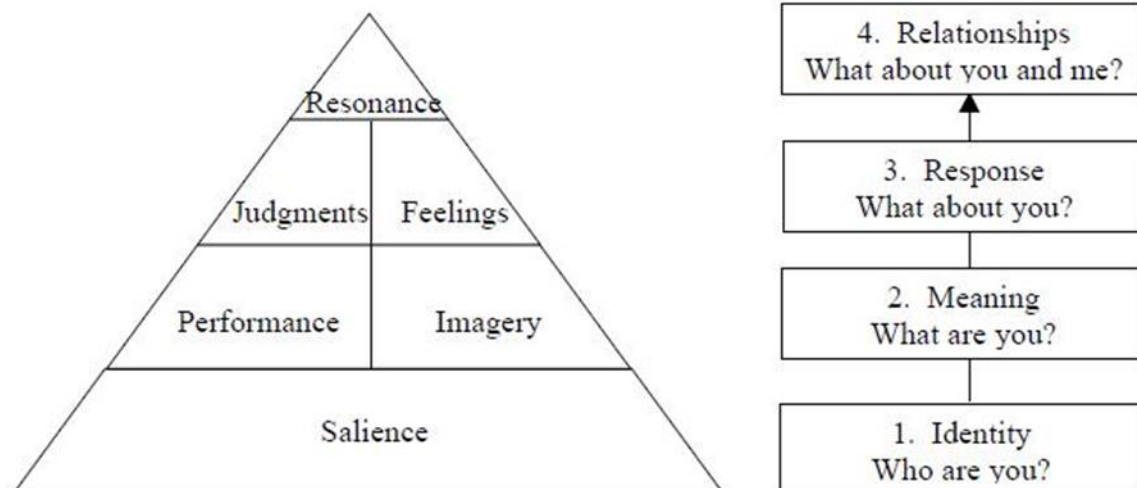


Fig 5.1: Keller's model on brand equity

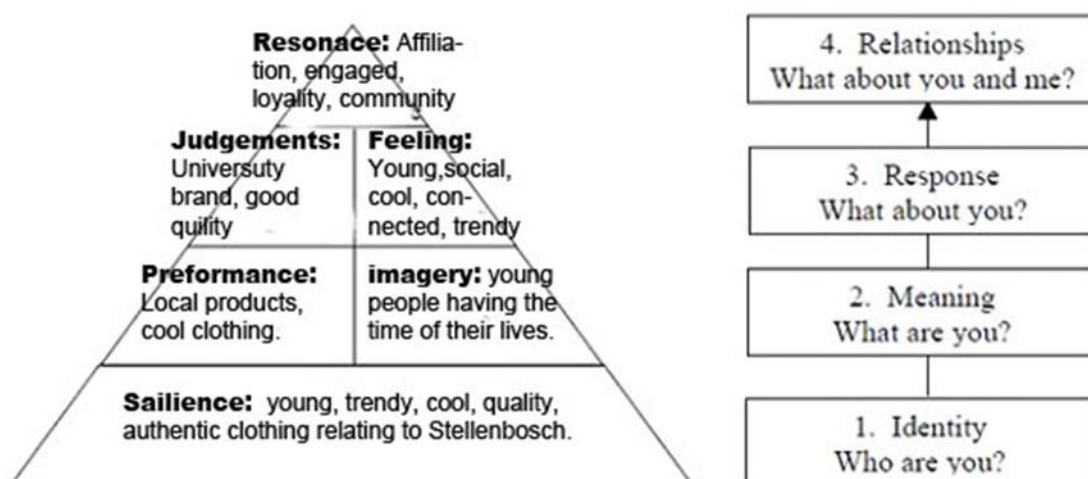


Fig.5.2 Keller's model adapted to Stellies.

Through evaluating Stellies according to Keller's model Stellies has established the first step of the model by creating a category of authentic clothing that links to the attributes of Stellenbosch as a town. Looking at the second tier of the model the brand's performance includes the objective characteristics of the brand that is seen by consumers as good quality and a locally produced product. The more subjective characteristics come into play where consumers perceive that values projected by the brand. Imagery projected by Stellies always includes young people enjoying themselves, having the time of their lives and creating memories. This imagery plays

in to the attribute that Stellenbosch has with university life. This leads the model to the third tier where judgments about Stellies are made as a University brand, and people mostly buy the brand for this associating factor. The second tier also includes feelings, people feel that the brand connects them with their student life at Stellenbosch and establishes them within their social context. This factor adds value to the brand and thus increases its equity. Thereafter brand loyalty is achieved with the last tier of the model. Individuals feel that they can affiliate with the brand in terms of their social context.

5.2 Final Conclusions

In conclusion my research established that location does have an impact on a brand's equity that use the location to build its identity. In the case researched of Stellies it has become clear that the dominating attribute linked to Stellenbosch is known as is the university and the dominating association with the Stellies brand is university life. This factor ties in with the brand's identity that is created to be young and trendy, as well as the brand slogan that reads: "Live the life you'll always remember." Students buy the brand to buy into the student life style. They see the brand as an association with the good times they experience at university. The brand is a way for consumers to visually express their student lifestyle that they are living. It ties them into their social context and location. Therefore the brand is able to add value to their lives.

Even though the brand is equitable within the market that it finds itself at this moment it might not be the same within future expansions. As there is a very direct correlation between the brand and the attributes of the town it would be difficult for the brand to expand into other locations. The brand is currently bought by a majority of students that associates the brand with student culture, for future growth the brand would have to move away from this affiliation to include other social groups. Therefore location does add to the equity of the Stellies brand, but only within the specific location that it exist. This factor might not be the same within other areas where there is no direct correlation to the brand to be made.

5.3 Limitations of the study

As this study was done within the context of Stellenbosch and the influence of this specific geographic location on a brand, the study was not taken into other locations. Limitations on qualitative data included only interviewing people that purchased from the Stellies store. The same was applied to quantitative data.

5.4 Reliability and validity

Questioners in this study was established to be consistent as the measurement instrument as reliability was achieved through the test and retest reliability. The questionnaires was repeated and given to Stellies consumers on two occasions. There after the results of both sets of questionnaires was compared to each other. A correlation coefficient was calculated to establish if the questionnaires have a high reliability.

Validity was achieved by presenting the questionnaires to an expert before utilising them. This ensured that I had content validity.

5.5 Recommendations for future research

The study was only done within Stellenbosch and the influence of the location on a brand. It would therefore be viable to understand the influence of another geographic location that might have an influence on a brand's equity. These attributes might not be the same as those regarding Stellenbosch, and could therefore not be equitable for the brand. It is important to have a broader scope on what a locations influence in generally might have on a brand that includes attributes of this specific location within its brand identity. The study can also be taken further in terms studying the views of those that does not purchase from the brand but rather those who live within the town, an objective party. For further research the equity and performance of a location brand outside of its concerning location is also an aspect that emerged out of this study. This could particularly determine whether a location brand's equity is strong enough to exit outside of its direct location

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Annexures

ANNEXURE A: Ethical Clearance and Consent Forms



ETHICAL CLEARANCE CONSENT FORM

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

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

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

Please submit the following:

	Please tick
Proposal — select one:	
IIE and other registered students: Proposal as approved by supervisor with a declaration in relation to the status of the proposal at your institution where you are a student, if you are a student.	
Research by internal people who are not students: Proposal as approved by your designated academic manager or the CAT	

Academic Manager if you are not a student but are directly associated with The IIE.	
External researchers who are not students: Formal research proposal plus full details of the sponsoring body.	
Ethical clearance application form: Please check that all sections are complete and that the form has been signed by the person who will supervise your research and by the designated academic manager where required. If you are a student <u>and</u> you are working or you are otherwise associated with The IIE and its campuses; your form needs to be signed by both the designated manager and your institutional supervisor. If you are an external researcher the form also needs to be signed by a senior manager at the sponsoring organisation.	

Participant consent form: Example of participant consent form (where applicable). The original signed forms have to be provided to the supervisor after permission is granted.	Annexure B
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1. Identifying information

Name:	Karna
Surname:	Bester
Student number:	9410210016
Institution where registered:	Vega
Qualification:	Honours in strategic brand communication
Year in which you would like to conduct research:	2016
Year in which you aim to graduate:	2016
Contact Number:	0782104049
E-Mail Address:	Karna.Bester@Gmail.com

2. Supervisor's Name and Contact Details

Name and surname and designation:	Patrick Pirow
Contact telephone number:	
Contact e-mail address:	paddypirow@gmail.com
Signature confirming that this form is being submitted with Supervisor's consent and signifying that the information submitted is accurate:	
Date of signature:	

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

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

4. Designated manager of sponsoring organisation (if applicable)

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

Date of signature:	
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5. Title of Research

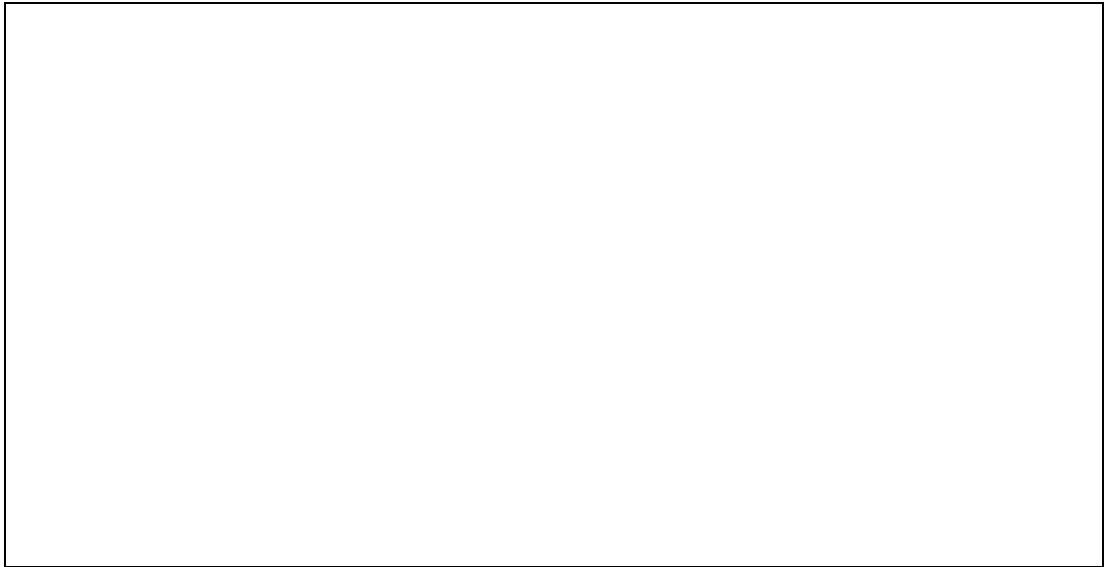
Does the use of location in a brand's identity contribute to its brand equity?

6. Proposal:

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

6.1 Abstract – no more than 250 words

The research conducted focused on investigating what the impact of location within a brand's identity is on brand equity. Trough conducting a mixed methods research a case study was done on the clothing brand "Stellies". Quantitative data was collected in order to gain people's perceptions and associations of the brand. This data showed that Stellies was mostly associated with university life. Quantitative data collected depicted individuals views on what the associating attributes of Stellenbosch is. These attributes showed Stellenbosch to be a town with rich history, part town and a university town. The associations with Stellenbosch and The clothing brand was directly matched to each other in order to understand if the location has an influence on how the brand identity is perceived. In order to understand if this case was contributing to brand equity Keller's model was applied. The model helped gain insight on the fact that the locations influence did indeed influence the brands equity.



6.2 Research Aims/ Goals/ Objectives

Through conducting this research the objectives of the study would be:

1. To determine how people perceive Stellenbosch as a town.
2. To establish why people buy Stellies clothing?
3. To determine if the attributes perceived in Stellenbosch as a town correlated with the attributes for purchasing Stellies clothing.
4. To estimate whether Stellies as a brand has equity.

6.3 Methodology

As both quantitative and qualitative research will be conducted during this study the research design will be of a mixed methods nature. It will be conducted through an interpretivist mind set as an understanding of a phenomenon within in a specific context based on perceived knowledge is sought. Research will be conducted through taking a sample from the population of various visitors to the clothing brand called “Stellies” (Abbreviated for Stellenbosch). The population will thus include those who have bought an item from the Stellies store.

The sample drawn from the population will be done according to purposive sampling. Therefore the sampling method used will be a systematic sampling. The research at hand will be done through purposive sampling as the research is conducted with a specific purpose in mind.

Data for sampling will be collected through the means of interviews and questionnaires in the form of a survey. The questionnaire will consist of close ended questions as it will be easier to draw samples from and to categorize the data. The questions will also be measurable according to a Likert scale from 1-7. Furthermore interviews will also be collected through one on one interviews with shoppers at the Stellies store. An in depth interview will also be done with the cofounders of the niche clothing brand Stellies.

The analysis of the data collected will be done through an inductive data analysis. Therefore data will be collected from where themes and answers will emerge.

6.4 Ethical considerations

To ensure that this study will be done ethically, research will be done to establish what ethical issues are applicable. Informed consent will be made use of, thus all participants that complete a questionnaire will be informed by the researcher what the information they are adding on to the questionnaire will be used for. Participants in the face to face interview will also be informed on how the information they are being interviewed for will be used. Participants will also not be at a risk of harm as no verbal or physical harm will be attempted during the time they complete a questionnaire or interview. Participant's information will also be kept confidential. Furthermore an ethical clearance form will be completed according to IIE standards to make sure the necessary rules and regulations will be applied during this study.

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

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

Informed consent will be made use of, thus all participants that complete a questionnaire will be informed by the researcher what the information they are adding on to the questionnaire will be used for. Participants in the face to face interview will also be informed on how the information they are being interviewed for will be used. Participants will also not be at a risk of harm as no verbal or physical harm will be attempted during the time they complete a

questionnaire or interview. Participant's information will also be kept confidential. Furthermore an ethical clearance form will be completed according to IIE standards to make sure the necessary rules and regulations will be applied during this study.

7. Particular elements of study:

Please indicate which of these apply.	Yes	No
Literature survey of an environment with no interaction with participants. Use of artefacts for data collection.		x
Observation of an environment with no interaction with participants and no manipulation of the environment.		x
Observation of an environment with no interaction with participants and with manipulation of the environment.		x
Data is collected about individual participants but they are taken from existing available records (e.g.an existing report or student record).		x
Data is collected about groups but they are taken from available records (e.g. an existing report) and will only be reported at the group level.	x	
General and/ or personal information required to be collected <i>de novo</i> from participants through interviews, surveys, questionnaires, observation, etc.	x	
Collecting information from participants via an existing validated and approved test instruments (e.g. an approved psychometric test).		x
Collecting information from participants via an invalidated test instrument.		x

8. Description of participants:

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

In all instances informed consent would be required:

Participants of this research will be the age of 18 and above. Therefor all consumers of the brand “Stellies” that does not fall under the age of 18. The co-owners of Stellies will also participate, and are over the ages of 26.

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

The impact my research will have on the brand is a clear view in the identity they have chosen. There will be no negative impact or harm on participants or the brand

10. Declaration on Ethical Conduct in Research

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

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

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

Research Code of Ethics:

Researchers are required to:

- Familiarise themselves with ethics guidelines and observe such guidelines throughout their projects;

- Accept that they are ethically accountable for honesty, objectivity and integrity of carrying out and reporting on their research;
- Strive to conduct research of a high standard;
- Always clearly indicate the limitations of their work to provide perspective of the validity of their data and reports;
- Ensure that data is not falsified, misinterpreted, fabricating, misrepresented or changed;
- Ensure that data is collected in a manner that will not affect its validity and make known any aspects of their project that might have affected such validity of their data;
- Disclose their methodologies and processes in a transparent manner to uphold its integrity;
- Keep data safely and securely for a period of three years and produce this in support of other researchers' work or to confirm the authenticity of a project, in consideration of any agreement(s) with individuals who were part of the sample group;
- Recognise sources of information by accurately and appropriately referencing such sources and respecting the copyrights of all reference work and sources;
- Recognise fellow workers and co-workers who are part of the project;
- Be considerate and professional in dealing with individuals and sample groups, respecting their right to refuse to participate and the rights to their privacy;
- Accept responsibility to ensure that data with personal particulars of individuals and sample groups must be secured, in particular, when it is in digital format;
- Avoid placing the safety or security of participants at risk through any research that is conducted;
- Demonstrate commitment to sharing knowledge, disseminating the results of research work in an appropriate manner;
- Retain objectivity to prevent bias throughout any research project;
- Adhere to the conventions associated with publication which includes only submitting to one publisher at a time and always citing where papers have been used before.

RESEARCHER

Full name: _Karna Bester_____

Identity number: _9410210016087_____

Signature: _K.Bester_____

Date: _3/4/2016_____

WITNESS

Full name: _Charel Johannes Bester Bester_____

Identity number: - _____

Signature: _____

Date: _3/4/2016_____

WITNESS

Full name: _Dirco Poggenpoel_____

Identity number: _____

Signature: _____

Date: _3/4/2016_____

Annexure B

Example of: Interview with Stellies Participants and Survey.

Now that you have purchased some Stellies clothing, would you mind answering a few short questions to assist me with my Honours research.

If the answer is yes ask if they wouldn't mind if you record it. If they do object then say it's no problem you will jot down notes.

Is there any specific reason why you choose this store?

(If respondent says it's the product ask them (What made you make this choice over and above clothing from any other store?) i.e. What does the Stellies brand offer you that other brands don't? (If the interviewee needs help you can suggest some of the attributes that we discussed i.e style heritage etc.)

1. What do you associate the brand with? (people may need help with this so you may need to prompt them.)

Try not to be too formal i.e capture the info.

2. Would you suggest Stellies to a friend? (If they answer yes what would say about Stellies?)

3. Where would you usually where the items you buy at Stellies?

Not sure that this question will help much with the research.

What do you associate Stellenbosch with?

Please rank the following attributes according to how much you associate them with Stellenbosch.

	<u>Entirely dissagree</u>	<u>mostly disagree</u>	<u>Somewhat disagree</u>	<u>Neutral</u>	<u>Somewhat agree</u>	<u>Motsly agree</u>	<u>Entirely agree</u>
A young and vibrant Culture.							
A place of tourism.							
The wine capital of South Africa.							
Party town.							
University life.							
A place where status style and plays a role.							
Rugby culture.							
A town with rich history.							