

Exploring the Influence of Brand Ambassadors on Brand Resonance

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

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Abstract:

Brand Ambassadors have the power to influence the way in which consumers feel and respond to brands. Keller's Consumer-based Brand Equity Model suggests a psychological bond that consumers share with brands, this bond, called Brand Resonance (Keller, 2001) is the basis on the research. The research aimed to answer whether Brand Ambassadors influence this bond between consumer and brand. The Interpretivist paradigm, following the Axiological tradition was used, following a qualitative research approach. The data collected through in-depth interviews and analysed using Thematic content analysis was collected from six participants. The researcher found that participants did respond positively to the use of George Clooney as a brand ambassador, although, most of the group agreed that the brand could include new brand ambassadors who can rejuvenate the brand in the eyes of the current and new consumers. The researcher drew up several recommendations based on the participant feedback and presented them to the reader after the topic was concluded.

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Introduction

This section introduces the background and context of the study and explores the rationale, research problem, questions and objectives that have framed this study. The Nespresso brand has been looked at in terms of its Brand Ambassador, George Clooney, and both have been briefly explored and a better understanding thereof has been developed.

1.1 Context and Background

According to Buttinger-Fischer and Vallaster (2008), the term 'Brand Ambassador' is an ever-increasing phenomenon in the world of both "marketing literature and business opportunities" (Buttinger-Fisher & Vallaster, 2008). Being the outward face of a brand, Brand Ambassadors are what bring the brand to the people by being the 'fingers and face' (Aggarwal, 2009) of the brand. While Brand Ambassadors do not overtly define the brand which they represent, it is very important that brands choose them carefully – as it is the perceptions of these Brand Ambassadors, that in the consumer's minds, influence the brand perception overall (Lucouw, 2014).

The goal of a good Brand Ambassador is to help shine a positive and bright light onto the brand (Wood, 2016), conversely, bad Brand Ambassadors can bring a brand name into disrepute through their words and actions – in the case of this research study, George Clooney as the Brand Ambassador of Nespresso is further explored. Whether George Clooney, as the Brand Ambassador, does influence the Nespresso brand, is the question of this study.

1.2 Rationale

A Brand Ambassador is responsible for creating and then maintaining a "positive company image", through their contact with the consumers (Neuvoo, 2017). It has been found that, celebrities improve upon a brands' marketability (Ogunsiji, 2012).

George Clooney has been the Brand Ambassador for Nespresso since 2015 and was chosen as a result of his internationally recognised personality and values. A specific link between George Clooney and Nespresso is that Clooney is an activist and sits on the Nespresso Sustainability Advisory Board (NSAB) (Siegle, 2016) – this then solidifies the

statement by Clive (2018), that says; Brand Ambassadors must adhere to the brands they represents' codes and values (Clive, 2018)

In looking at how consumers feel about a specific Brand Ambassador, the researcher will be able to provide an answer as to whether the brand has chosen an ambassador that reflects positively on the brand and creates a bond with the consumers.

1.3 Problem Statement

Brand Ambassadors are the representatives of a brand that should be credible and trustworthy and create a bond with the consumers. When Brand Ambassadors are unsuited to the brand, this can lead to a gap where the consumers do not relate, or do not want to relate to the brand. The aim of this research is to identify whether Nespresso's Brand Ambassador creates that bond with its consumers, and so influences the consumers to relate to the brand.

1.4 Purpose Statement

The purpose of this research is to explore the influence that Brand Ambassadors have on how consumers resonate brands, specifically with regards to the Nespresso brand and George Clooney as their Brand Ambassador.

1.5 Research Questions

Question 1: What influence do Brand Ambassadors have on brands, specifically as it relates to luxury brands?

Question 2: How do Nespresso consumers resonate with the brand?

Question 3: Does George Clooney influence how consumers resonate with Nespresso?

1.6 Objectives

- To explore the influence Brand Ambassadors, have on brands, specifically as it relates to luxury brands;
- To explore the current brand resonance of Nespresso with its consumers;
- To explore whether George Clooney influence's the way consumers resonate with Nespresso.

1.7 Work to ensue / Road Map

Introduction: The introduction discussed the rationale, the problem and purpose statements as well as the research questions and objectives.

Literature Review: The forthcoming literature review discusses the various concepts used in the research, the theoretical foundation used for the research and the existing literature in the research field.

Research methodology: The research paradigm, as well as the research design used were discussed. The population and sampling methods were discussed, and the data collection and data analyses methods were explained and discussed.

Findings and Interpretation: The findings of the research, as well as the interpretations thereof were discussed.

Recommendations and Conclusions: Based off the findings and interpretations, recommendations and conclusions were made the researcher.

A conclusion was drawn by the researcher, after the data had been analysed and interpreted, that the participants did feel an influence of sorts by the Brand Ambassadors, different but similar opinions arose, as the participant group were similar in nature – due to the selection of the sample group.

2. Literature Review

The literature review will discuss key points in literature, theory and concepts that will allow in-depth understandings to be gained. This literature review will allow for the research topic to fill a gap in the industry and provide insight into the question of brands using Brand Ambassadors.

2.1 Conceptualisation

To conceptualise is to develop and clarify concepts (Social science computing cooperative , 2017), the following terms were clarified by the researcher and were subsequently used in the study.

Brand Resonance: Refers to the nature of the relationship between the consumer and the brand, and the extent to which those consumers feel “in-sync” with the brand (Keller, 2001) in this research, brand resonance is used in terms of how the participants feel about George Clooney as a Brand Ambassador and how they feel about the Nespresso brand;

Brand Ambassadors: An “endorser of the brand”- the ambassador is a representative of the brand – chosen for the ability to connect with consumers of a specific brand (Goutam, 2013), George Clooney, the brand ambassador that is being explored is the endorser of the Nespresso brand;

Luxury Brands: Brands that are linked to subjective experiences of comfort, beauty and a sumptuous lifestyle in an objective reality. These brands are naturally characterised by a high price (Dubois & Czellar, 2002), which Nespresso is.

Nespresso: A luxury coffee brand that started over 30 years ago, supplying premium coffee to the private homes of consumers (Nespresso, 2016);

George Clooney: An example of a Brand Ambassador, is an American Actor and Activist, Clooney has been the Official Brand Ambassador for Nespresso since 2015 (Nespresso, 2016), the Brand Ambassador ,used by the researcher, to base the participant answers on.

2.2 Theoretical Framework

Branding is a vital element in any organisation as it is the guarantee that they make to the consumer (Williams, 2018). The brand is a consequence of who they want to be, who they are, who they should and is based on what the consumers want and need them to be (Williams, 2018). According to The Branding Journal (2017), a brand is a term or a symbol that defines a seller and the offering to that of other sellers (The Branding Journal, 2017).

Defining the brand is essential, as this is an expedition towards the self-discovery of the business. In doing this, an organisation should aim to answer the following questions; What is the mission, what is said about the brand, what are the features/benefits of the product or service and what are the desired qualities that the organisation wishes for the consumers to experience? (Williams, 2018)

Once a brand has been defined, it is influenced by the value attributed to it, by the consumers of the brand, and this is known as Brand Equity.

Brand Equity, the value of a brand, can be used to determine either more accurate assumptions about the accounting performance of the brand, and/or contribute to a plan that can help to better the market performance (Keller, 1993). An influencing factor of a Brand's equity is the relationship consumers have with the brand. It is important for a brand to know and understand what the consumers are looking for, in terms of benefits that the consumer can reap, so that the brand can accurately provide to the consumers' needs. If the brand has sufficient "added value" i.e. Brand Equity, the relationship will also tend toward positive (Aziz & Yasin, 2010)

The Consumer-based Brand Equity Model developed by Kevin Lane Keller (2011) was the framework used to assist in grounding the research.

During the evolution of branding, theorist Kevin Lane Keller (2001) developed a brand model, which is applied to measure the Brand Resonance and Brand Equity of a brand, was used to explore the influence of George Clooney as the Brand Ambassador of Nespresso in terms of Brand Resonance.

Keller's Consumer-based Brand Equity Model (2001) (See Figure 1), hereafter referred to as the CBBE model, is used as a tool by which organisations measure their "progress in their brand-building efforts" and it can also be used to guide the various "marketing research initiatives" (Keller, 2001).

The CBBE Model is comprised of four main steps:

The first step is to establish Brand Identity –with specific emphasis on instilling the identity into the minds of the consumers, while also establishing brand awareness according to the product type and market segment. Second, the brand must build meaning using associations- this leads to the third step which is the generation of brand responses. The final step is to facilitate and create relationships with the consumers (Keller, 2001).

The Nespresso brand has been seen to follow the above the four steps successfully, Nespresso has established a Brand Identity, by becoming a house-hold name in the coffee product and market segment, the brand has also built meaning via their Nespresso Sustainability Board, while also being associated with prominent celebrities such as George Clooney, Brand responses have been achieved in that consumers actively seek out the products, as well as close alternatives, Nespresso continues/has achieved the fourth step of creating relationships in the contact points online and instore.

A brand achieves the above mentioned four steps by fulfilling the Brand Building Blocks as proposed by Keller (2011), which are comprised of six steps; step one is Salience; one must know when and to what level the thought of the brand or product is “evoked” in consumers; step two: measuring the performance of the brand; to what degree are the “functional needs” of the consumer being met (or not being achieved);step three: The imagery is what the consumers see in their minds’ eye when recalling the product/brand; step four: The judgements made by the consumers, i.e. the decisions they make regarding the product/brand; step five: The feelings that the consumers experience, and how attached those consumers are to the product/brand need to be understood; step six: Brand Resonance is represented by the “psychological bond” that the consumers develop with the brand. This is the most important step in the CBBE Model, as it is imperative for the brand to build a solid and strong relationship with the consumers, as this will help to facilitate consumer loyalty through repeat purchases (Business Jargon, 2018). For George Clooney to be classified as a successful Brand Ambassador, Clooney would need to successfully facilitate a solid and strong relationship with the consumers of Nespresso. Brand Resonance, the final step, is achieved because of a brand’s marketers creating brand salience and an in-depth awareness of the brand (Baines, et al., 2017). In order for the research questions to be answered, step six of the CBBE model is used as the definition of Brand Resonance.

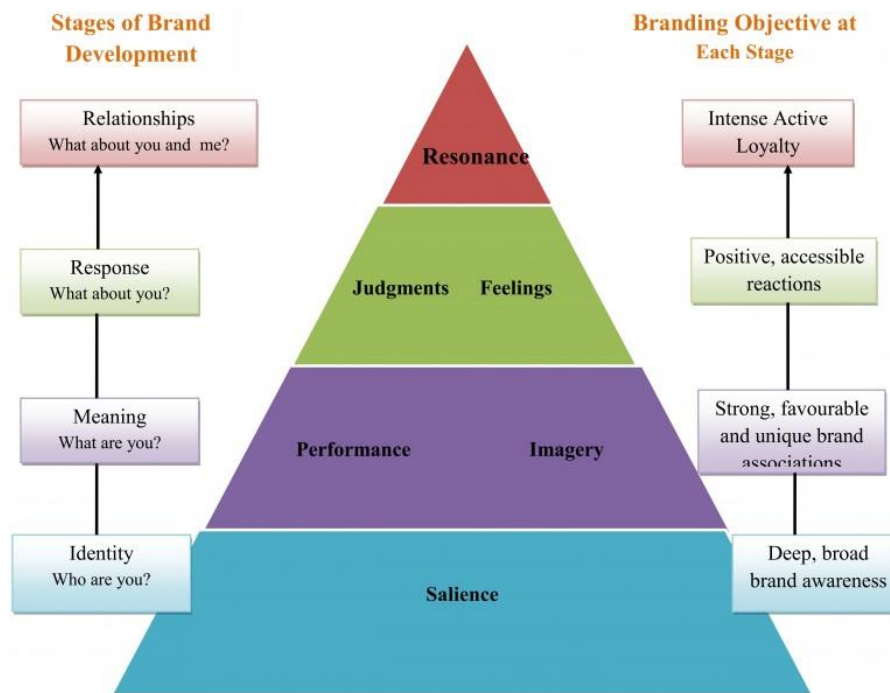


Figure 1 Keller CBBE Model Reference

The Keller CBBE Model (2001), which focuses on the relationship between the consumer and the brand relationship, was applied to the research study, as the study requires an understanding of the relationship that consumers have with the Nespresso brand, as well as how George Clooney as a Brand Ambassador influences that relationship. By using the Keller CBBE Model, which speaks to Brand Resonance and relationships, a clear understanding about how to create resonance amongst consumers was developed and thus the topic of the influence George Clooney has on the Nespresso brand was explained more comprehensively.

2.3 Review of Literature

Branding

Given to a product or service, by a “specific source”, is the brand. This, in the most basic definition, is what prospective consumers think about when they hear the brand’s name (McLaughlin, 2011). The Brand name is a fixed point, the brand however, only exists in the mind of the consumers (McLaughlin, 2011).

When one wishes to create a “strong and positive perception” of an organisation, the products and services as well as characteristics of the organisation i.e. the logo, mission, vision and colours, combined with an overarching theme, are used together to create a

brand (Markus, 2017). By having a brand that stands out from the clutter, an organisation can have a competitive advantage (Markus, 2017), because it will have a broader reach, this is also achieved when “brands build unique associations that make them more easily identifiable” (Sharp, et al., 2007), and appointing a Brand Ambassador is an example of a unique association.

A good brand should clearly and concisely communicate a message; reinforce the brands credibility; create an emotional connection between consumers and the products and services; provide motivation for consumers to buy the product or service and should liaise consumer loyalty (Lake, 2018).

An example of a good brand is ‘Under Armour’ – the brand communicates and reinforces the message of the brand throughout the various campaigns and the emotional messages are translated via the use of emotive advertisements and partnerships with influential celebrities such as Dwayne ‘The Rock’ Johnson – who can be connected to the brand for their personality and media presence.

The brand in question, Nespresso, falls under the category of a “good brand”, as the message of the product that is of high quality is reinforced through the use of credible and well-known celebrity endorsement, specifically through George Clooney (among others like Jack Black).

Brand Ambassadors

Consumers the world over are met with a surplus of information, which causes clutter and allows for brands to be lost – to avoid this, brands have had to adapt to an increase of information by making use of Brand Ambassadors (Mediakix, 2016) to differentiate themselves from other brands.

When a brand decides to appoint a Brand Ambassador, there are two categories of Brand Ambassadors that can be explored, namely;

Paid Brand Ambassadors; who are paid by the brand, either through products and services or wages/salaries. The types of people for that brands can look at to appoint as their Brand Ambassadors vary from Social Media Influencers such as Youtubers and Instagrammers to celebrities such as George Clooney – these people are ‘showcasing’ the brands and or the products to their own followings (Mediakix, 2016).

Unpaid Brand Ambassadors; these are consumers of the brand, who out of their own volition decide to advocate for the brand, this can be done by referring the brand product or services to friends and families or by posting positive reviews to online sites (Mediakix, 2016).

As with Alumni who proudly report on their Alma Mater, often revisiting the institution or attending events. An example of this would be DJ Fresh, who completed a Diploma in Media Practices at Boston Media House – and has since made appearances at the institution and publicly advocates for the brand.

According to Goutam (2013), brands being endorsed by celebrities and public figures have been a point of discussion for some time, with specific reference to whether the endorsers i.e. Brand Ambassadors, add value to the “brand building process” or if they are simply an easy way to become more prominent in the consumer’s minds’ eye (Goutam, 2013).

Since 2015, George Clooney has been the official Brand Ambassador for Nespresso (Nespresso, 2016), with his activist/humanitarian background, even founding his own sustainability group, the role has been well suited – especially considering the brands stand for sustainable coffee farming and founded their own sustainability board, the NSAB (Nespresso, 2016)

According to Lucouw (2014) the “transgressions” of a Brand Ambassador are linked – by the consumers, to the brand which they represent (Lucouw, 2014), this then suggests that if a Brand Ambassador is liked and respected by those consumers, that they will attribute those same positive perceptions to the brand. This would then be that George Clooney has the power to directly influence the consumer perceptions of the Nespresso brand

Luxury brands

The image of a luxury brand is formed by a culmination of different “high level” aspects, namely; “price, quality, aesthetics, rarity, extraordinariness and non-functional associations” (Heine, 2012). These brands are also greatly allied with their main product (Kapferer, 2015), which in the case of the study would be the Nespresso coffee products. Luxury brands can be defined as creating products that are “more than necessary” – also superfluous. The most basic difference between a necessity (every day product) and a luxury item is the ‘availability’ or ‘exclusivity’ of the product – luxury items are available on special occasions or exclusively to some people (Heine, 2012). Luxury brands have experienced a great amount of growth, but a factor that is proving to be challenging, is that of economic change, the reason behind this, that consumers are becoming less inclined to pay the high prices that luxury goods and brands cost (Chhuon, et al., 2010).

Nespresso

The Nespresso brand has evolved from pioneering-revolutionary to point-of-reference in the “global coffee culture”. The coffee brand reinvented the way in which coffee drinkers, from all around the world, enjoy their favourite drink. Founded in 1986, starting with only five employees, Nespresso has remained relevant, a high point for the brand being 2015 when George Clooney signed on as the Official Brand Ambassador (Nespresso, 2016). By ensuring exclusivity, by ways of only selling the Nespresso espresso “pods” in the Nespresso stores, and the coffee machines/equipment at selected stores, the brand has created a clear and recognised difference between itself and other coffee brands – even the brands that have adopted similar products in an effort to compete with Nespresso.

3. Research Design and Methods

This section discusses the paradigms and methods of research used to further explore the research topic. The methodology was chosen, based on the usability and relevance/appropriateness to the research topic.

3.1 Research Paradigm

A Paradigm, according to Kuhn (1962), is a “set of common beliefs and agreements shared between scientists about how problems should be understood and addressed”. These paradigms are classed as Positivism, Interpretivism and Critical Realism (Kuhn, 1962).

Paradigms, which are used to organise and classify information, are needed by scientists. Not only do paradigms assist in the sorting of information, but they also steer the expectations of studies. “*Design, recording and interpreting*” methods are also affected by the paradigms used (Brill, 1998).

To address and understand the methods relating to this research, a discussion of the Anti-positivism paradigm which was used by the research, proposed by Kuhn (1962) follows:

Anti-Positivism, introduced by Max Weber (Trueman, 2015), is also called “Human Sociology”. In developing the paradigm, he stated that the sociology research needed to be grounded in “humans and their cultural values” (Trueman, 2015). Anti-positivism requires a high-level of involvement from the researcher, with a smaller respondent group (compared

to the larger respondent group required by the positivism paradigm) (Trueman, 2015). Within the Anti-positivism paradigm, is another component, that is: Constructivism or Interpretivism.

The Anti-positivist, Interpretivist Paradigm was best suited for this study, as the study required consumer insights about George Clooney as a Brand Ambassador for Nespresso, which could only be collected through qualitative data collection – found in the interpretivist Paradigm. The opinions and perceptions that have been gathered in the study are qualitative in nature. However, there were some possibilities that have fallen under the quantitative data category, such as the amount of products purchased, the number of cups of Nespresso coffee consumed by each participant and the number of respondents who specifically buy the Nespresso products because of the George Clooney association – however, they were not used to develop insights for the study but rather were an inevitable factor.

The research was cross-sectional in nature, therefore it did not allow for the necessary time it would have taken for the opinions of the Nespresso consumers to change, the respondents had one opinion about either George Clooney or Nespresso throughout the study and it was unlikely that the data collected would be vastly different or “completely unconnected” (Rawnsley, 1998), because the participants were already be alike in terms of product range and perception.

Within paradigms, there are traditions which allow for further discussion and differentiation.

The research topic requires a deeper understanding of the consumer perceptions, but not necessarily the knowledge of how the perceptions are obtained, it is for this reason that the Axiological Tradition was used.

Axiology, a theory about “what we believe to be true” (Patton, 2015) is a tradition that follows ethics and value systems (Chilisa & Kawulich, 2012). The theory of what is valued, can be divided into two categories, namely: Ethics, which deals with what is right and wrong and; Aesthetics, which deals with the concept of beauty (Philosophy, 2015). Understanding and taking note of what the researcher values is important because this influences what the researcher will find valuable in their research process and findings (Dudovskiy, 2018). The nature of the collected data, when following an Axiological tradition, is seen as “value-laden” (Carnahan, 2013) – which supports the choice of using the Qualitative Research Approach and the Interpretivist Paradigm.

The research topic, which was explored further by applying the Interpretivist Paradigm, and qualitative research methods then applied the Axiological tradition of value, as the insights

required about the Nespresso brand and George Clooney were dependent on value systems as determined by the researcher.

3.2 Research Design

Research is approached from two different orientations. As this research is interpretivist in nature, the research design follows a qualitative approach and only this approach is discussed further (du Plooy, 2009).

The qualitative research approach was taken by the researcher as the research requires in-depth understanding and insights which can only be gained through qualitative approaches.

The qualitative research approach places emphasis on the “qualities of entities and on processes and meanings” that are not determined by or through experimental calculations (Denzin & Lincoln, 2005). Qualitative research gains insights into the “intimate relationship between the research and the phenomenon being explored” and places importance on the “value-laden nature of inquiry” (Denzin & Lincoln, 2005). Qualitative research allows for the researcher to build an “in-depth understanding” of the data collected from the participants in the study (Strydom & Bezuidenhout, 2017).

Within the approach, the Interpretivist Paradigm focuses on the interpretation and construction of communication experiences (du Plooy, 2009).

According to du Plooy (2017), the research process is a “dynamic process that changes with every choice the researcher makes” (Strydom & Bezuidenhout, 2017). To stay on the path of the research, the aim of the research is expressed in terms of one or more of the different categories of research designs or types, these categories allow for the research purpose to be clear throughout the study. Of the research types, Exploratory, Correlational, Explanatory and Pragmatic (Davis, 2017) only one is discussed and used in the study.

In this study, the Exploratory Research Design was used to conduct research:

Exploratory Research Design

This type of research design aims to explore a research topic rather than to “offer a final or conclusive solution to an existing problem” (Dudovskiy, 2018) and is typically used when researching a problem that has, of yet, not been clearly defined. The Exploratory design assists in gaining a “better understanding of the problem” (Dudovskiy, 2018) which is the need of study – to gain insights into the perceptions of Nespresso consumers.

Typically referring to an area of study that is relatively “unknown”, Exploratory Research needs to allow for “an understanding” of that unknown area – exploratory research is

characteristically associated with Qualitative Research methods. There are numerous aims of exploratory research, namely:

To obtain new insights and to identify key concepts, key stakeholders and consequences of research problems, as well as to prioritise social needs, develop hypotheses and confirm assumptions and to become familiar with unknown situations, conditions, policies and behaviours (Davis, 2017). These aims, alongside the need for a smaller sample size are the reasons why the researcher chose the exploratory research design to further the research topic as the need to “become familiar with unknown situations, conditions, policies and behaviours” is in line with the Qualitative Research approach and Constructivism which desires a deeper-meaning and understanding of the topic (Strydom & Bezuidenhout, 2017).

4. Population and Sampling

4.1 Population

A research population which can be described as the total group of people or “social artefacts” from whom information will be collected (Wiid & Diggines, 2013), these people or social artefact should, in terms of the research, have at minimum one common characteristic that links the group to the research topic (Pascoe, 2017).

It is important to set out the population parameters, as defined by Pascoe (2017). Once the specific parameters have been defined, it is imperative that the target population and accessible population are also differentiated. The target population includes all people that identify with all the parameters, and the accessible population includes the “section of the population” that the researcher can realistically include in the study (Pascoe, 2017).

The parameters of the population are defined by the common characteristic along with the amount of people or social artefacts in the research population, these parameters are:

- The nature of the population for this research: people;
- The unique characteristics of the population: Males and females between the ages of 35 to 45 years old and drink Nespresso coffee regularly (at least 5 units per week);
- Target Population, who are all members of a population: Nespresso consumers who fit the population characteristics and live in South Africa;
- Accessible population, who are the members of the population that the researcher will access: Nespresso consumers who fit the population characteristics and live in the Menlyn and Centurion area.

4.2 Sampling

It is also important to note that, according to Pascoe (2017), the type of research being conducted i.e. quantitative or qualitative, will influence the size of the sample needed (Pascoe, 2017).

A qualitative research approach requires a smaller population sample, that allows for more in-depth and insightful data to be collect, it is for this reason that the Non-probability sampling method was used.

The sampling method which is used when it is unlikely that the researcher will be able to gain access to the entire population, or to determine who the entire population is will be close to impossible (Pascoe, 2017), aims to draw a sample that is in line with the set-out parameters, or the entire population is not accessible or known and the researcher does not want to generalise the population (Pascoe, 2017).

Within non-probability sampling, a range of techniques are offered to the researcher from which to choose, these include, accidental, convenience, purposive, quota, snowball and volunteer sampling. As the population had a prescribed set of characteristics, it was believed that a purposive sampling technique, which according to Pascoe (2017), the researcher decides on specific foundations that they will use as a characteristic set ,which the researcher will then use to define the population (Pascoe, 2017) was best suited. However, snowball sampling, which makes use of “referrals or suggestions” to bring in the population – the researcher asked participants to refer them and/or the study, to other possible participants (Pascoe, 2017) was also engaged, as not enough participants who fit the criteria were known to the researcher prior to conducting the research.

The sample size was 6 participants who match the population characteristics.

4.3 Data Collection Methods

Motivate why this method was the best to use

Data collection is approached differently, depending on whether the research is quantitative or qualitative in nature. As this research is Exploratory and follows an Interpretivist Paradigm with Qualitative approaches, the data collection methods will be restricted to those appropriate for Qualitative research.

Within the Qualitative research approach, there are two categories of data collection methods, the first being Field Research, which is an important category in the qualitative research approach, and involves the use of “ethnographies, studies, grounded theory, case studies, focus groups and in-depth interviews” as methods of data collection (Strydom & Bezuidenhout, 2017); the second method, that was used to gather supporting data was Non-obtrusive in nature.

To gain the necessary insights for the study, In-depth interviews were the main data collection method, and were conducted with the participants of the study.

During a Pilot Phase, using a research tool (See Appendix 2) one participant was interviewed, using the questions and points-of-departure intended for the study, this allowed for the researcher to draw insights about the whether the proposed questions or questioning methods are viable for the study or if they would produce invalid results, and whether the proposed amount of time allocated for the interviews would be sufficient.

For the Data Collection Process to progress, a Participant Schedule (see Table 1) was created to ensure that the researcher remained on schedule with the study.

Table 1: Participant Schedule

Collection Method:	Participant name:	Date:	Start time:	End time:
In-depth interview	Participant 1	09-08-2018	10:00	10:25
In-depth interview	Participant 2	14-08-2018	10:30	11:05
In-depth Interview	Participant 3	14-08-2018	11:30	12:00
In-depth Interview	Participant 4	21-08-2018	09:00	09:25
In-depth Interview	Participant 5	23-08-2018	11:00	12:30
In-depth Interview	Participant 6	31-08-2018	13:00	13:40

4.4 Data Analysis Method

The methods of data analysis used in a research study are dependent on whether Qualitative or Quantitative research methods are used, because this study used a Qualitative approach, only the qualitative data collection methods that the research found feasible were used.

The qualitative data collection method that was used, was Thematic content analysis.

Thematic data analysis can be used a way of gaining “insights and knowledge” (Komori, 2018) from the collected data. This analysis allows for the researcher to have a greater appreciation of the situation they are collecting data for. Broad patterns are determined, and themes emerge that have not been “pre-determined” by the researcher – themes that are then used to group data. The Thematic data analysis was used and applied to the study as it allowed for the researcher to develop empathy towards the research topic (Komori, 2018) and lended itself towards the Qualitative approach of the topic.

Thematic data analysis was done following five steps of thematic content analysis as proposed by Komori (2018):

First, the researcher collected the data needed for the study, which were the insights that were to be gathered from the Nespresso consumer participants. The data was then coded by the researcher through the identification of key phrases and words. Codes were then created by the researcher, who then validated those codes to ensure that no biases influenced the creations of the codes. From the codes, themes were identified – these were the patterns that could be seen. The themes were then consolidated for the reader, to ensure that they were adequately illustrated.

According to De Vos, Strydom, Fouché and Delport (2011: 397), Qualitative data analysis is “the process of bringing order structure and meaning to the mass of data” (De Vos, et al., 2011). Zhang and Wildemuth (2009:309-311) describe 8 steps in which Qualitative data can be analysed:

1. Prepare the data:

All raw data needs to be transcribed into written text – it is not a given that all the raw data will be relevant, however this must be decided by the researcher for the study (Bezuidenhout & Cronje, 2017). The in-depth interviews with the six participants, done by the researcher, were transcribed into word documents – verbatim. It was not a given that all of the collected

data would be relevant, however this was decided by the discretion of researcher, based on what was thought best for the study (Bezuidenhout & Cronje, 2017).

2. Define the coding unit to be analysed:

The researcher must decide what they are going to use for the coding unit i.e. symbols, single words, phrases or paragraphs – this is done so that the raw data, once it has been transcribed, can be organised into manageable “chunks” of data (Bezuidenhout & Cronje, 2017). The researcher decided to use phrases and single as the coding unit, this was done so that the collected data, once it had been transcribed, could be organised into manageable “chunks” of data (Bezuidenhout & Cronje, 2017).

3. Develop categories and a coding scheme or conceptual framework

The researcher clustered the phrases that were coded previously, into groups according to relatedness – these groups were then named, becoming the themes of the data. When the themes were decided, it was ensured that they were exhaustive; there were enough categories ensuring that single codes were not left without a category, mutually exclusive; the researcher ensured that there was no uncertainty or overlapping within the categories and specific; it was ensured that each category was obviously and discernibly relevant to the study (Bezuidenhout & Cronje, 2017).

4. Test your coding scheme on a sample text

All possible ambiguities and concerns regarding the categories and coding units are to be worked through and resolved (Bezuidenhout & Cronje, 2017). The researcher worked through the categories, themes and coding units to ensure that all possible ambiguities and concerns were resolved (Bezuidenhout & Cronje, 2017).

5. Code all your text

Coding of the raw data refers to the process of scrutinising the data and taking note of the relevant and meaningful items and groupings (Maree, 2007). The researcher scrutinised the data and drew relevant and meaningful items and groupings forward (Maree, 2007) by using a line-by-line and thematic coding system, the researcher began with line-by-line coding, read the entire texts and marked specific items that were deemed as relevant to the study REFERENCE, and theme were identified and created by grouping groups of similar data together (Babbie & Mouton, 2002), after the line-by-line analysis was done.

6. Access your coding consistency

It is imperative that the researcher “rechecks” the consistency of the coding that has been conducted (Bezuidenhout & Cronje, 2017). The researcher ensured that the coding was consistent by re-looking at that the codes created and ensuring no discrepancies (Bezuidenhout & Cronje, 2017).

7. Draw conclusion from the coded data

During this step, the researcher interpreted all of the theme and categories that were identified, the meanings and “inferences” were presented to the reader- through providing theoretical concepts, alongside the researchers own understandings, meanings and argumentations (Zhang & Wildemuth, 2009).

8. Report your methods and findings

A report was put together, in which the coding, analysis, and the interpretations of the collected data was presented (Bezuidenhout & Cronje, 2017). The researcher was able to analyse and asses the data to “catch intonations and inferences” lead to new themes and links the line-by-line text coding and theme identification (Bezuidenhout & Cronje, 2017).

5. Findings and interpretation of findings

In this section, the findings that were collected in the Data Collection phase of the research were analysed. The analysis was done according to the Data Analyses mentioned previously, Thematic Content Analysis.

The data collected was organised into defined groups, i.e. categories, which allowed for the researcher to more easily manage the amount of data. The coding and categorising process, according to Bezuidenhout and Cronje (2017) breaks up the data into more “manageable chunks” (Bezuidenhout & Cronje, 2017).

The following categories were identified and were used as umbrella terms for the smaller themes within them:

1. Brand Ambassador Influences
2. Brand Influences
3. Consumer Opinion
4. Consumer Recommendations

The above first three categories each have three themes, while the fourth category stands on its own, the themes which were created after the raw data had been transcribed, allowed for the researcher to more easily work through the data and draw out insights.

Category 1: Brand Ambassador Influences

Brand Ambassadors are the ‘fingers and face’ of a brand (Aggarwal, 2009), and according to Goutam (2013), improved brand awareness and recall are a result of ‘celebrity endorsement’, and thus a brand can take advantage of that relationship (Goutam, 2013).

The following themes discuss the influences that George Clooney and Brand Ambassadors have on participants, as well the suggestions by those participants regarding their thoughts on the possibility of using different Brand Ambassadors.

Theme 1: George Clooney’s Influence

The participants in the research study had positive opinions of George Clooney as the Brand Ambassador for Nespresso, although they did make mentions of the different celebrities included in the Nespresso advertisements. A general understanding by the researcher was that the participants felt that George Clooney did have an influence on consumers, even if not specifically the participants taking part in the study. The participants opinions follow:

Participant 1 stated that while George Clooney does not influence their opinion of the Nespresso, “if you ask me about another product, I could say yes”, referring to the fact that other brands and their Brand Ambassadors do influence their choices.

Participant 2 referred to George Clooney as a, “Poster boy”, and said that he is a distinguished man, stating that, “I’m sure it helps,”, referring to George Clooney’s portrayal being influential.

Participant 3 stated that while George Clooney is known to them, and he is a “distinguished actor”, he did not influence their brand choice.

Participant 4 stated that they thought, “he’s getting on now,” but that George Clooney could have more of an influence on woman than men.

Participant 5 said that they thought George Clooney is a good Brand Ambassador and that “his demeanour, he fits the ads”.

Participant 6 felt that the Nespresso brand should keep George Clooney as a part of their brand because they stated, “I think young men aspire to be like him, or would want to be like him when they’re older”

Theme 2: Brand Ambassadors’ Influence

The participants in the study made mention of the different celebrities used by Nespresso, other than George Clooney, and expressed their opinions on these and the effectiveness of them. The mentions made by the participants follow:

Participant 1 said that Brand Ambassadors do in fact influence their opinions of brands, such as “Kevin van Damme, he’s my ultimate hero...I buy his stuff, I buy his brands.”

Participant 2 mentioned that celebrities in general do not influence their brand opinions, saying that, “celebrities can’t really convince me to buy something”.

Participant 3 felt that they were influenced by the atmosphere and scenes in the Nespresso advertisements, stating, “I would have chosen the first one (advertisement) because it’s fresh, clean and open and sunny,” rather than the persons in the advertisements.

Participant 4 stated that having well-known people in the advertisements, “draws people who don’t drink, or haven’t drank Nespresso”, saying that, “if he(brand ambassador) says it’s okay, then I will drink it”.

Participant 5 felt that, “because people identify with a face, someone they’ve seen in a movie, it’s almost like a role model”, that it makes a “huge difference” in the brand when using a brand ambassador.

Participant 6 when asked about if the people in the advertisements influence consumers said, “for sure, no doubt about it”

Theme 3: A New Face

After expressing their opinions about George Clooney and Brand Ambassadors, some of the participants mentioned the possibility of Nespresso using different celebrities to endorse the brand, the response and suggestions made by the participants follows:

Participant 1 when asked about how they felt about George Clooney as a brand ambassador mentioned that they thought “maybe it’s time for him to move and for younger blood” to be brought in to the Nespresso.

Participant 2 did not have an opinion about a new face as they felt that celebrities, i.e. brand ambassadors do not influence their brand opinions.

Participant 3 mentioned that “not a lot of young people will know who George Clooney is,” and suggested that the brand could use a younger celebrity to appeal to a younger market.

Participant 4 agreed with the statement made by participant 3 and suggested using a younger celebrity, but also suggested using a female celebrity to appeal more to the female target market in terms of women being able to aspire to something greater, in the same way men can aspire to be like George Clooney.

Participant 5 stated that, “maybe a younger face could do the brand a world of good,” while the participant thought that George Clooney was still a good choice for a Brand Ambassador.

Participant 6 mentioned that by “putting a young, funny, hip person” in the Nespresso, a newer and younger target market can be reach.

Interpretation of Category 1: Brand Ambassador Influences

After the data collection, the researcher concluded that George Clooney does affect the way in consumers resonate with the brand, specifically in terms of sustainability where participant 5 mentioned that, “It’s fantastic to have someone who follows those principles”. The researcher reasoned that, from the participant responses, Brand Ambassadors do have an influence on consumers.

Category 2: Brand Influences

The actions of a brand also influence the opinions of consumers, as spoken about in the literature review, a brand is a fixed point, the brand however, only exists in the mind of the consumers (McLaughlin, 2011). The following themes discuss the aspects, outside of Brand Ambassadors, that influence the choices and opinions, of the participants, about a brand.

Theme 1: Consumer Influencers

Throughout the in-depth interviews, the researcher found that the participants felt influenced by things other than the Brand Ambassador, the mentioned influences of consumers follows:

Participant 1 stated that in South Africa, “there’s nothing that even compares to the variety”, that is available in the Nespresso product range, this variety is an influencing factor in the purchase decisions and the heightens their opinion of the brand.

Participant 2 said previously that while celebrity endorsement does not influence their opinion of the brand, the experience and the word-of-mouth that influences their opinions,

saying, “if I go on holiday again with someone and they have the milk frother (something participant 2 does not have)” their interest in the brand would be peaked once again.

Participant 3 mentioned specifically that “word of mouth” influences their brand choices far more than any Brand Ambassador, as they prefer trusted opinions of close friends and family over that of advertisements.

Participant 4, although they did not mention a specific influencer, it was deduced by the researcher that the Nespresso merchandise was an influencing factor to the participant as throughout the interview they would mention and talk about the various “gizmos” they had and receive as gifts at every bulk purchase they make, saying that it is a “whole story line” they go through when drinking the Nespresso coffee.

Participant 5 mentioned that they enjoy the experience of walking into a Nespresso store because, “the service is good, it looks nice, you get treated nicely, they always showcase their new brands or special editions,” , from this the research deduced that the physical experience of the brand is an influencer of participant 5 as well as the advertisements, saying that, “visually, it does have an effect on what you consumer,” referring to the well-executed and visually appealing TV advertisements.

Participant 6 did not have a specific influence that linked them to the brand, although it was deduced that they were drawn to the brand, simply because they enjoyed coffee and wanted to experience the new product on the market.

Theme 2: Contact and Accessibility

During the data collection, the participants mentioned that various instances where the contact points and accessibility of the brand came into play, and influenced them, these influences follow below:

Participant 1 stated that because, “they treat you super”, that they would go to the store, even though it far away, the physical distance of the stores was not a problem.

Participant 2 stated that, “it’s not that easily accessible”, when discussing the Nespresso products, in terms of communication or contact with the brand, the participant did not know about the Nespresso club – suggesting that the online accessibility of the brand was not easy either.

Participant 3 mentioned that they don’t like to travel outside of their “boundaries”, and both the Menlyn and Sandton stores are too far away, unlike participant 2, this participant did

have any prior knowledge of the Nespresso club but said that, “I actually think I get the emails...but I get so many emails that I bypass them (Nespresso related emails)”.

Participant 4 has two stores close to their place of work, so the physical distance was not an issue to them, however, they felt that the brand needed to do more to keep them interested, in terms of communicating to them, saying that, “they mustn’t get stagnant”.

Participant 5 did not mention any specifics about the physical distances to the stores being a problem for them, they did mention that the Nespresso Club, and the “personal touch” when visiting a store, “adds to a person wanting to buy the product” - suggesting that contact with the brand was positive.

Participant 6 felt that because the first store was in Sandton, they initially thought that, “the brand was for the elite, the super wealthy”, they further stated that they felt the Nespresso brands positioning was a reason that the brand “lost a lot of people in the process”, the researcher deduced that the participant felt as if the brands contact points, both the advertising and the stores were positioned in a way they did not find to be inviting to the average consumer

Theme 3: Value for Money

The participants had varying responses to the question of value for money, some of the participants felt very strongly that the brand either was or was not value for money, while others were not able to decide exactly what they felt, the responses of the participants follows:

Participant 1, although they did not state specifically that they thought the brand was value for money or not, the researcher deduced that they did feel the Nespresso and its products were value for money, because of the overall positive opinion of the brand and the products and the participant’s willingness to travel to the stores irrespective of the far distance.

Participant 2 stated that they don’t believe Nespresso is value for money, saying, “otherwise I would have probably drank more...” and that the various products from competing brands were more appealing because of the price factor.

Participant 3, when asked if they thought the brand is value for money, responded, “yes and no...it is expensive, but it is a nice luxury to give someone if they come visit you,”, the researcher deduced that the participant would spend more money on the product, so long as the quality was high.

Participant 4 felt that because, “it’s the novelty...”, that Nespresso is value for money, the participant also mentioned that when they make bulk purchases they are gifted with two Nespresso brand cups – and this gift also added to making the product feel worth the cost.

Participant 5 mentioned that they lived remotely in Mauritius before South Africa, and that having the Nespresso was, “a luxury...it’s like a relaxation thing...”, and so felt that Nespresso was value for money as the whole process of Nespresso coffee making became a habit and was “it was a treat.”

Participant 6 felt that yes, Nespresso was value for money because when going out to restaurants, “I’m not just going to have a (n)espresso, I’m going to have a (n)espresso and a scone or something,”, the participant felt that saving money by having the Nespresso machine at home made the Nespresso value for money.

Interpretation of Category 2: Brand Influences

From the data collected, the researcher was able to see that alongside brand ambassadors, there are other factors that influence the consumers and how they feel about the Nespresso brand.

In terms of accessibility, the general consensus was that the Nespresso stores are not accessible as there are very few actual stores. Also, accessibility is seemingly meant to be increased via the online shopping option and the Nespresso Club, from observation and analysis however, these are not working because the participants either did not know about the Club at all, or had to be reminded by the researcher, about what the club entails.

Category 3: Consumer Opinion

Theme 1: Topic of Conversation

Participants were questioned about whether they felt that the brand was a topic of conversation, again, the responses varied from one to the other, but again, due to the similarity in participants, the responses recorded had similar positions, the participant responses follows:

Participant 1 felt that Nespresso, as a brand and a product is an “ice breaker”, especially when visiting clients and being able to ask them how they experience the product, and while the participant does not openly engage in conversation with anyone about Nespresso, they

do discuss the brand and the products with friends and family whom they know use Nespresso as well.

Participant 2 mentioned that drinking Nespresso is a “social thing”, and that although it is not a specific conversation that they have with people, because, “everybody just knows”, it is something that is part of conversations with friends.

Participant 3, like participant 2, said that Nespresso does appear in conversation between friends who also use the product, but it is not the centre of its conversation.

Participant 4 referred to the product and buying journey as a “storyline”, where the machine is a conversation starter when they have guests come to their house.

Participant 5 agreed with participant 4 and said that coffee is “socialising”, when people visit their home it’s a point of departure for conversations for them.

Participant 6 felt that conversations about Nespresso were like the, “typical water cooler” conversation, so it is something that would be spoken about in passing and small talk, not necessarily the centre of attention.

Theme 2: Loyalty to What

The participants were asked about their loyalty to the brand the brand ambassador, and the researcher made inferences about the participants loyalty when the answer was not direct, the responses of the participants follow:

Participant 1 stated that they are loyal to the brand, saying that they spend “a huge amount of money on their coffee pods”.

Participant 2, although they did not state specifically whether they were to Nespresso, the researcher reasoned that while they had a Nespresso branded machine, they were not loyal to the brand stating that they bought the “different Nespresso compatible pods,” because they were less expensive.

Participant 3, the researcher reasoned that because the participant felt that Nespresso was value for money, that they could be loyal to the brand, however, the participant mentioned that they do purchase the generic, compatible branded espresso pods, “ because it does work out cheaper,” but the participant did have a positive opinion of the brand and purchases the brand’s products regularly.

Participant 4 mentioned throughout the interview that they were fond of their Nespresso merchandise, saying, “I’ve got the small ones, the shots, and then I’ve got the one a bit bigger.... I’ve even got a Nespresso spoon, I’ve got all the gizmos”, from this the researcher

inferred that they are loyal to the brand, as they enjoyed receiving the gifts and buying the merchandise.

Participant 5 said that they are loyal to the brand, more so than the brand ambassador, although they did say that they are, “pro George Clooney”.

Participant 6, although they did not give a specific answer to whether or not they were loyal to the brand, the researcher reasoned that, yes, they were loyal to the brand, because when asked if their opinion was influenced by Nespresso advertising, they responded by saying, “no...because I’ve been drinking Nespresso (since) before that (the advertisements)”, suggesting that the advertisements would not sway their opinions on using the products, because they would use them irrespective of what is said, or what others say.

Theme 3: General thoughts

During the data collection, participants made mention of various aspects of the brand, or brand ambassadors that the researcher reasoned were their thoughts in hindsight, these participant mentions follow:

Participant 1 felt that the Nespresso brand was, “definitely making an effort, and it shows how much you(Nespresso) care about your brand,” when discussing the variety of products

Participant 2 said that, “it’s so easy,” and that the ease of use is partly what influenced their decision to purchase the Nespresso machine initially.

Participant 3 stated that they used to travel, or go “out of their way”, to buy the Nespresso products, but “now, it’s too expensive”, the researcher reasoned that this could be a factor influenced by the current economic state and that cost factors have become more important to the participant.

Participant 4 stated the new and special edition products that are released by Nespresso are what peaks their interest, mentioning that the Liquorice flavour Nespresso that was released over Christmas boosted their interest once again. The researcher inferred that the innovation of the brand interested the participant.

Participant 5 enjoyed the service experience in the Nespresso stores and thought, “it’s a fantastic brand,”, the researcher concluded that while the participant said that the cost price was high, the brand was still worth it.

Participant 6 felt that the Nespresso brand was not “top of mind”, because their advertising campaigns are not continuous and have not been seen in some time.

Interpretation of Category 3: Consumer Opinion

In terms of Nespresso being a topic of conversation, a conclusion that the research reached was that, yes, the participants do speak about the Nespresso brand and George Clooney, although, very seldom in this the very centre of a conversation, more often, it's a small part of conversation, or a simple result of the topic being spoken about. Participants felt that the Nespresso brand was a good brand but that there were aspects that could be improved upon.

Category 4: Consumer Recommendations

Theme 1: Recommendations by the Participants

Participants, throughout the in-depth interviews, made recommendations to the researcher, that they felt the brand could use to be better, in terms of customer satisfaction as well as reaching more along with new consumers. These recommendations follow:

Participant 1 did not have specific recommendations other than what was previously mentioned, stating they felt that Nespresso should let “younger blood come in...” in order to help change consumer’s current perceptions about the brand, the researcher deduced that the participant felt as if consumers thought the brand was tailored for the older generation of consumers.

Participant 2 mentioned that they purchased their Nespresso machine at a home décor store and suggested that these stores sell the Nespresso pods as well, the researcher inferred that this was to facilitate better accessibility.

Participant 3 recommended that, because the Nespresso sustainability and recycling was not known about prior to the interview, that they launch an advertisement or campaign in which they specifically addressed that matter – and the participant thought it’s “awesome” that the brand recycles the used pods.

Participant 4 recommended that Nespresso brought in more female celebrities, possibly even Olympic sportswoman, in order to reach and tap into a new, more female, target market.

Participant 5 suggested that simply Nespresso bring out more advertisements, saying, “I think they should make more”, in order to rejuvenate the brand, as no recent advertisements could be recalled by the participant.

Participant 6 recommended that Nespresso bring in a celebrity like P!nk, and use her large fan base to their advantage, “ because she is a heavy activist...because then you’ve got that whole community”.

Interpretation of Category: Consumer Recommendations

While analysing the collected data, the researcher was made aware that the consumers felt as if Nespresso could do more in terms of their advertising campaigns, both through bringing in new “faces” and through increasing the volume of advertisements. A general consensus was concluded; the participants enjoyed the older Nespresso advertisements, but they could not recall any recent campaigns and had to be reminded, by the researcher, of the specific campaigns.

5.1 Reliability and Validity/Trustworthiness

It is important for the researcher to understand that qualitative research aims to promote understanding rather than results for generalisation purposes (Koonin, 2017), which is why different terms are used to describe “reliability and credibility” in the Quantitative Research approaches.

The researchers using Qualitative Research Methods favour the term “trustworthiness” (Koonin, 2017), which is the “degree of confidence in data, interpretation and methods used to ensure the quality of the study” (Connelly, 2016).

Trustworthiness is further divided into four different terms as set out by Lincoln and Guba (1985), credibility: which refers to the accuracy of the interpretation of the data. In the study, credibility was ensured by the researcher providing clear parameters and adhering to the parameters throughout the study as well as by performing a Pilot test of the In-depth interviews, the researcher had the opportunity to re-work the direction or the types of questions asked if they did not yield results that were beneficial or useful to the study (Lincoln & Guba, 1985); transferability: the ability for the findings to be applied to a similar situation. The methodology of the study was clearly stipulated and followed throughout and ensured that the study could be re-applied to different brands and/or different Brand Ambassadors (Lincoln & Guba, 1985); dependability: referring to the quality of the integration process. The integration process of the study was applied equally and throughout and ensured that no biases occurred, to sway the results of the study in any way (Lincoln & Guba, 1985); confirmability: how well the data collected supports the findings. The research process of

the study was fully explained and discussed for the reader to have the opportunity to analyse the research as well (Lincoln & Guba, 1985).

6. Conclusion and Recommendations

In this section the researcher will provide answers to the research questions based on the literature reviewed, the collected and analysed data, and will provide recommendations that could fill a gap in the industry of brands and Brand Ambassadors. Once the research questions have been answered, recommendations will be made, and thereafter topic will be concluded.

Question 1: What influence do Brand Ambassadors have on brands, specifically as it relates to luxury brands?

The researcher found that Brand Ambassadors do influence the brands they represent. Participants either felt personally influenced by Brand Ambassadors or agreed that the Brand Ambassadors could affect consumers, such as participant 2 who stated that, “he(George Clooney) would definitely have an influence buy...it doesn’t excite me very much,”

Question 2: How do Nespresso consumers resonate with the brand?

During the data collection, the researcher found that the participants varied in terms of resonating with the brand. Participant 6 mentioned that their initial thought of the brand was that it was, “for the elite”, suggesting that they did not resonate with the brand at one point, but they have since felt more at ease with the brand, after seeing what the brand is actually about. From this, the researcher deduced that the consumers resonate with the brand depending on how each individual understood the positioning of the brand. There was a consensus that the brand expensive, this was taken to mean that the participants did not feel completely on the same level with the brand, which could hinder the resonance with the brand in the future, if the price were to continue to increase – as this was a common theme throughout the in-depth interviews.

Question 3: Does George Clooney influence how consumers resonate with Nespresso?

The researcher found that George Clooney does influence the way in which consumers resonate with the brand. Participant 6 mentioning that they believe, “young men aspire to be like him, or would want to be like him when they’re older”, the same participant said, “well, I’m nowhere near as old as George Clooney, I would relate to him” when asked if they

would be influenced by him as a new consumer. Participant 4 stated that, “he drank that, because George Clooney drank that, and that’s most of the public” when discussing the Nespresso advertisement with Jack Black and George Clooney in it, the researcher understood this as meaning that participant 4 drank the Nespresso product because of who was associated with it – i.e. George Clooney – indicating that George Clooney influenced the participants interactions with the Nespresso brand.

Recommendations

The researcher, based on the participant responses, suggests that the Nespresso brand should look at the following aspects, to ensure better consumer resonance and improved consumers perception of value for money, as well as to better the impact of having a Brand Ambassador:

1. Creating advertisements that clearly reflect who Nespresso is targeting;

Participant 6 felt that Nespresso’s positioning was pointing to a more affluent group of people, and had at one stage felt out of place with the brand, the researcher suggests that Nespresso communicate more clearly, who it is that they are targeting, as their consumers are not only the “elite and super wealth,” as mentioned by participant 6.

2. Creating advertisements that clearly explain to consumers the finer details of the brands, such as how the Nespresso Club works;

The participants, on different occasions had to be reminded about things such as the Nespresso club, and some did not know about Nespresso’s work in Sustainability, the brand could more clearly express these aspects through their advertising, as the participants mentioned that they thought that by consumers knowing these things about the brand, they would be more influenced towards using and becoming involved with the brand.

3. Bringing in more and varied Brand Ambassadors, to appeal to different targets;

The ‘new face’, that five out of the six participants mentioned, is recommended by the researcher, as the participants made mention of the fact that George Clooney was, “getting on now,” according to Participant 4, and that “young blood,” according to Participant 1 could be a positive for the brand.

7. Ethical Implications

The most common definition for ethics, according to Resnik (2015) is, ethics are “norms for conduct” that people use to differentiate between what is acceptable behaviour and what is not (Resnik, 2015).

In terms of the participant: It was ensured that the anonymity of participants was protected. The participation in the study must be voluntary and unforced, and consent must be given to the researcher (Dudovskiy, 2018). In this research study, the participants were required to fill-in a Respondent Consent Form to ensure that they understood the terms of the study they were going to partake in. A copy of the Respondent Consent Form which was given to the participants also ensured that the ethics of the study were upheld (See **Error! Reference source not found.**).

In terms of the researcher: The work of authors that were not the researcher were acknowledged and given credit where necessary, and the researcher remained non-biased and “objective” by conducting a Pilot Test, which ensured that the researcher’s thought process and questioning was valid to the study and did not go against the ethics set out by the institution (Dudovskiy, 2018).

7.1 Limitations

According to du Plooy-Cilliers (2017), Limitations are the possible problems that the researcher anticipates from the study (du Plooy-Cilliers, 2017). These are the constraints in the research study that are out of the researcher’s control. The limitations of the study are time, resources, and representation.

The cross-sectional nature of the study limited the researcher in terms of when they could host the in-depth interviews with participants, the shorter time also meant that the researcher would have to ensure enough time was left after the interviews to transcribe and analyse the data that was collected.

The researcher’s lack of financial resources meant that could not host professional sittings with industry professionals.

The access to participants was limited as the researcher did not have the “networking base” of an industry professional and would rely on current connections which could be very few or referrals, which are not consistent.

7.2 Delimitations

Delimitations are the “boundaries” as set out by the researcher, these are in the control on the researcher (Phd Student, 2018). The Delimitations of the study are the sample size, which was determined and decided on because of the nature of the research. The locations of the participants are chosen by the researcher for their convenience and the ages of the participants are chosen by the researcher.

The sample size was set by the researcher and was chosen based on what was appropriate to the research topic. A smaller sample size was required due to the qualitative nature of the research.

The locations of the participants were chosen based on the ability of the researcher to reach those participants, the Menlyn and Centurion areas were most accessible to the researcher.

The ages of the participants were chosen based on the what was the most appropriate for the research topic, while also ensuring that non-vulnerable age groups were chosen.

8. Conclusion

In conclusion, this research topic has provided answers to the research questions, which can be used in the industry of branding and Brand Ambassadors, and provide answers to brand who want to know if their brands are being positively reflected by their Brand Ambassadors and if their consumers are developing positive relationships with the brand, and the researcher feels that this research topic is an addition that can fill a gap in the greater body of knowledge that already exists in the industry.

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Appendix 1 Consent Form

To whom it may concern,

My name is Margoux Steenkamp and I am a student at Vega Pretoria. I am currently conducting research under the supervision of Althea Fordyce about The Influence of Brand Ambassadors on the Brand Resonance of Luxury Brands. I hope that this research will enhance our understanding of and add to the body of knowledge surrounding Brand Ambassadors and Brand Resonance.

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

What will I be doing if I participate in your study?

I would like to invite you to participate in this research because I believe that you as a consumer can give more insights. If you decide to participate in this research, I would like to conduct an in-depth interview with you and use the insights gained to further my research study.

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

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

Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your own personal experiences. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.

Do I have to participate in the study?

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

Will my identity be protected?

I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at Vega Pretoria will have access to your interview information. I would like to use quotes when I discuss the findings of the research but I will not use any recognisable information in these quotes that can be linked to you.

What will happen to the information that participants provide?

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

What happens if I have more questions about the study?

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

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

My contact details are as follows:

The contact details of my supervisor are as follows:

Consent form for participants

I, _____, agree to participate in the research conducted by Margoux Steenkamp about Exploring the influence of Brand Ambassadors on the Brand resonance of Luxury Brands.

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

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

Signature

Date

Exploring the Influence Brand Ambassadors have on Brand Resonance

Note:

Interviews will be conducted at a place suitable for discussion; e.g. Private office or area.

The interview will be informal. Questions will be open-ended and be prompted by the researcher to allow for collection of perceptions and insights.

The interview guidelines are based on Keller's Customer-based Brand Equity model (Keller, 2001).

Interviews will be recorded using to a mobile device and a digital device.

Each point of departure in the interview will be explained to the participants before they are started.

During the pilot phase, a test in-depth interview will be conducted to establish if the time allocations and questions proposed will be adequate for the research.

Opening

Brief introduction to the research topic.

Thank you so much, again for allowing me to interview you for my research. I would like to start by briefly explaining my research topic to you. In exploring George Clooney as the face of Nespresso – I am looking at how consumers of Nespresso identify with George Clooney and associate him with Nespresso in a positive way, and how he makes consumers feel about Nespresso. The results could be either positive or negative or reveal that George Clooney does not affect Nespresso at all, however, I am only exploring whether there is or is not an influence – not the nature of that influence. The following questions pertain specifically to Nespresso and George Clooney.

Interview Guidelines

Participant Number:	Age group:	35-40	
		41-45	
		45-50	
		N/A	

Opening Questions:

I'd like to show you a few images, if you can please pick out your Nespresso machine.

(show photos to participant)

- | | | | |
|----|----|----|-----|
| 1. | 4. | 7. | 10. |
| 2. | 5. | 8. | |
| 3. | 6. | 9. | |

How many cups of Nespresso do you drink per week?

Discussion Point 1: Brand Loyalty

- How often do you purchase Nespresso products?
- How many boxes of pods do you usually buy?
- Do you buy for yourself only or also extra for guest's or for dinner parties?

Discussion 2: Brand Attachment

- The first question I would like to address is: In your opinion, is Nespresso value for money, in your opinion?
- Do you know what the cost price of cup of Nespresso coffee is compared to a store-bought coffee?
- Sub section: Are you aware of any Nespresso adverts: You can take a look at these images and see if you recognise any of them – if you do, were the entertaining?
- What about them was entertaining?
- Which advertisement did you enjoy most, if any?
- Was your opinion of Nespresso influenced by the people in the advertisements? So, if you were a new user to Nespresso, would the advert encourage you to purchase Nespresso?

Discussion 3: Community and Active Engagement

- So, Nespresso likes being modern and fresh, are you aware of the Nespresso Club which is an example of this?
- Are you part of the club or do you know the benefits?
- Seeing as you are a consumer, do you find that Nespresso is a topic of conversation?
- Have you heard about Nespresso Sustainability and Recycling ?
- The people used in the adverts, like in the pictures I showed to you, do you think they influence the decision to buy Nespresso products?
- Linked again with the people used in the advertisements – do you think they make it easier for people to “want” to keep up with the happenings of Nespresso?

Reflection

Are there any points that you would like to add about Nespresso?

Are there any points that you would like to add about George Clooney or Brand Ambassadors?

Is there anything you would like to add?

*Thank-you for participating in this study,
its ‘bean’ a pleasure!*

Appendix 3 Interview Transcripts

Participant 1 – 1

Researcher – R

Names mentioned - XXX

R: So, this is just the interview guidelines that we had to make-up and put all together.

So, you can read through it if you want to and you can tick your age group if you want to where you can choose the NA but I just have to create a participant number for you which I will put there.

1: Okay, so you're giving the participant number yeah and you're going to read this to me thanks

R: Okay, so I just wanna start off by thanking you for doing this for me. I'd just like to explain the topic to you briefly; so my title has to do with the brand Ambassadors and brand resonance, I actually brought my notes so I can give you the exact definition of it, so brand resonance refers to the nature of the relationship that customers have with the brand and the extent to which they feel they are in sync with the brand and brand resonance. Which is characterized terms in of intensity of the depth of the psychological bond that customers have with a brand as well as the level of activity engendered by that loyalty and the extent to which they seek out information, events as well other customers. So, the point of my research isn't to find out where the brand ambassadors have a positive or negative influence, it's just to find out if there is an influence like at all. Okay, so, obviously my specific brand is Nespresso ,that luxury brand, and then George Clooney as the ambassador now they are obviously others like Jack Black have also been in the adverts but I'm looking specifically at George Clooney

1: Okay,

R: Okay, so, I just have 3 screening questions, but I'd like to start with um, these are just to see whether the person I'm interviewing suits my criteria. So, the first question is which Nespresso branded machine do you use?

1: . I don't know which one it is. it's the one with a milk frother at the back.

R: the one with the cappuccino at the back? Okay, and then how many cups of Nespresso do you drink per week?

1: Um, what is 8 x 5? 40, like at least 40 minimum...

R: Really...?

1: Ya, legit.

R: Okay...

1: That's if it's a calm week, like if it's a hectic week I'm having a cup every 40 minutes

R: Okay thank you. Um, and then what other Nespresso do you enjoy, like the branded mugs, merchandise like mugs or something?

1: We've got these...

R: Oh, like hot chocolate mugs?

1: Ya, but it says Nespresso on it

R: Oh okay...okay, so then the first set of questions that have to do with the with the research is about brand loyalty. I just need to get my notes so that I can tell you what exactly it is referred to as being - behavioural loyalty. So, it's how often but how often customers purchase a brand and how much they purchase so like repeat purchases the amounts the category or volume that you were tribute the tribute to the brand

1: Okay...

R: Okay, so, would you consider yourself as a loyal customer of Nespresso?

1: Yes

R: Why would you say yes?

1: Because we spend a huge amount of money *laughs* on their coffee pods and like we went through the whole process of selecting um coffee machines....so because we're in the IT industry we obviously also live off of caffeine...and we're really fortunate that we went through that process and got to choose...so we literally like we went through 11 or 12 different Coffee suppliers, so, from TriBeCa to aroma to people who we didn't even know, we bought big machines ,small machines and whatever but where we as the payment department chose the Nespresso. And I think we go through...I'm having 40 pods as one and we are like 50 people in our departments so average it at like 5 cups a day that's how many pods we buy.

R: If you needed to buy Nespresso for home or for work use but the store was too far away would you settle for something else?

1: No, I'd rather go to the store...

R: Why would you rather go all the way there?

1: 'Coz their stuff is good...I mean you know what...so you know there's other competing brands ,but first of all they don't have the variety in their pods, so you're just stuck with like three or four brands or types of pods really, but Nespresso has got variety in their...really they like treat you super...while it's not like you're just another -

R: At the stores?

1: Ya...

R: The next question is, does the use of George Clooney influence your choice of buying Nespresso?

1: No.

R: Not? Why not?

1: Because why... you know I'm not a massive fan of George Clooney as himself...maybe because of certain...I don't know maybe because I'm gay ,it's not like I'm going after it because he's good-looking...I really just like the coffee.

R: A previous participant mention that I had was that it was a generational difference, could it also be because it's a lot older?

1: Maybe...I don't know like I don't know but I mean...

R: You yourself just don't...

1: Ya, but the thing is like as I've grown up...He's been, and I've been um...what do you call it? Conscious of his presence - it's not a buying incentive for me if that makes sense.

R:Okay, then the next one...the next group is called brand attachment-

1: Like if you ask me about another like product, I could say yes but there was a particular individual that I buy those products.

R: Alright so, then would you say that brand Ambassadors do influence you just not with this?

1: There's a guy called Kevin Van Damme, he's literally like the best Fisherman in the world, he's like my ultimate Hero... whatever you wanna call it ,so, there *points to fishing gear* I buy his stuff, I buy his brands, I follow him like crazy on all the social media networks...

R: Okay, so, the brand attachment - so here it says that to create resonance which is what my assignment is about, a strong personal attachment is also necessary ,the customers must go Beyond simply having a positive attitude to view the brand and they view it as something special in the broader context ,so, for example; consumers with a great deal of attitudinal attachment to a brand may state that they love the brand, they may describe it as their favourite brand possession or view it as a little pleasure that they look forward to, Okay so does Nespresso...what does Nespresso mean to you?

1: Sho, that's hard like...I don't think I'd get through my day without it like...I don't know how to say to you what it means to me-it means a great deal but yes that's all I can say you know I'm not gonna go to war for it to put it that way...but I might depending on the day um, but yeah I don't think my day would be the same without it.

R: And if Nespresso where to move out of South Africa how would you feel, so none of the brand was available here?

1: No, I'd be devastated...

R: Why would you feel devastated?

1: There's nothing that even compares to the variety, to the quality and see how they look after their customers...well the experience that I have and had and there's not...There's nothing in South Africa, in my opinion that comes close to that.

R: And my next question is, does the use of George Clooney as a brand ambassador mean anything to you?

1: No...

R: Not? Ya and then that from your previous answer the same as he does not influence your choice?

1: No, but you know it's like I don't know...who do I really dislike? Llet's say Zuma was now suddenly there then no just no

R: Okay, so, from those two answers, what I'm trying to gather here is that a person can influence your choice ,just not George Clooney ?

1: They definitely influence my choice ,just not specifically George Clooney yeah.

R: What about Jack Black? He's been in one or two of their adverts...

1: He's cool...so, then you get a bit...sort of a different feeling because it's George Clooney ,I'm going like Okay, you know it doesn't affect me-it might affect another lady in whichever way but ya...

R: Okay, and then the next group of questions is about community...okay, so, sense of community-the brand may also take on a broader meaning to the customer in terms of a sense of community...so identification with the brand and community...may reflect an important social phenomenon whereby customers feel a kinship or affiliation with other people associated with the brand ,these connections May involve fellow brand users or customers or instead employees or representatives of the company. So, do you feel in any way connected to other Nespresso consumers through the brand?

1: I don't know if it's connected but we definitely have a common...what do you call it...like I don't know how to explain it...

R: Maybe just like having something in common?

1: Ya, so, you have something in common...like you...so I'll give you an example: one of my big client's, XXX, they've got an Nespresso in all of their board rooms, so when you walk in you already feel like a bit more comfortable because you know they've also got decent coffee...for me in particular ,like when I walk in to a place and then get shitty coffee, I'm already in a crappy mood...and it also sort of gives you a platform to break the ice...with other people and say oh well we also have one and how are you guys experiencing it, what do your staff think, and then also where do you get your pods from, how many boxes do you go through?

R: Okay, so it's like a topic of conversation?

1: Ya...

R: Okay, so does Nespresso stand for something greater than just a coffee to you?

1: No...

R: Not? so what does it stand for to you?

1: mmh. what do you call it...like you know like when you have arrived...?

R: Ya...

1: Ya...

R: Like an aspirational thing, as well?

1: Ya, like, I suppose when you've worked a lot of your life and you've started from like nothing and then worked up to something and...it means you've got to get to a particular type of company to be at that point...so, when I have it then you're like ok cool...I've made it type of thing.

R: Okay, then consumer engagement is the last set of questions, it is : perhaps the strongest affiliation and loyalty occurs when customers are willing to invest time energy and money or other resources into the brand, beyond those expended during purchase and consumption , for example; customers may choose to join a club or receive updates on a brand and exchange correspondence with other brand users or formal or informal representatives of the brand itself. Okay, so, then from like a similar question to earlier, do you find that Nespresso is a topic of conversation?

1: Yes...

R: In what way is it a topic of conversation?

1: I think for me ,in my personal experience, it's an ice breaker, um, like I said...especially if you go to clients and you see that they have...even come to our office and say you know "wow can't believe you guys have this, but it must cost you a fortune"... but you know like our directors will say we are trying to invest in our employees and give them the "nice to haves" considering that they spend a minimum of 9 hours here a day...sometimes you have to work until 3 or 4 in the morning...Um, ya well... you know you're at a party or whatever and you can say they bought a new flavour out and tried it that kind of thing...ya... or maybe when they have their pop-up shops like at Menlyn

R: They have a store in Menlyn now...

1:Ya, but before they had the store they just had a little pop-up...and there's one that I've seen at Brooklyn...they've had one that I have seen and then there's obviously the main store in Sandton...

R:Okay I know that one, and then do you talk about Nespresso with those around you?

1: Ya, I suppose speak to you because you know what it's like...because if you don't know, people may just think over it's an overrated expensive product , but if you are like a slave to coffee-like I am then you know it's not just a coffee.

R: Okay, and then do you keep up to date with Nespresso ,on the Nespresso brand and the things they do?

1: Um, no like I wouldn't say I'm actively involved to the extent of what to know...that if there's changes or whatever like if you see there's new pods then we know about but other than that, no.

R: Would you keep up to date with things like that promotions and the sales if there were relevant to you?

1: Yes.

R: Alright then, last question is just a bit of a reflection...are there any points that you would like to add about Nespresso,

1: No, no you know, I think that it's in terms of the brand and the exposure they have it's definitely something that I feel other brands should aspire to, you know, if you look at other machines of other brands like...I say they have two or three maybe four pods...I've gone as far as emailing them and saying "can we not get more variety whatever", and they just plain and simple say "no this is what they're bringing in and that's it"... whereas Nespresso makes the effort....about the time they first came out I think there was like 4 or 5 flavours... I'm gonna say a whole tray like ...plenty plenty... they're definitely making an effort and it shows how much you care about your brand, when you're prepared to expand those kind of things. Whereas the other Brands are limiting customers by saying "well that's it ,that's what you have" and that's why you'll see people will get rid of those machines a lot faster compared to Nespresso.

R: Okay, then are there any points you'd like to add about George Clooney?

1: No

R: Not?

1: No... no maybe it's time for him to like move on now ,and let like...younger blood come in and maybe people will feel differently about it...

R: Okay, anything you'd like to add about what we spoke about...the research assignment?

1: No, I think... you know like I said ,if you ask me about other brands I probably would have gone into much more detail but like...I say if Nespresso had to leave I'd be really... it would take me weeks to get over it.

R:Okay, thank you so much

1: Cool!

Participant 2 – 2

Researcher – R

Names mentioned - XXX

R: Just to begin, I would like to thank you again for allowing me to interview you for this research . I appreciate it a lot...then I'd just like to explain to you a bit about what I'm doing, so I'm looking at how the consumers of Nespresso identify with George Clooney and how and if George Clooney influences the brand in a positive way or in any way, and then if George Clooney makes the brand easier to connect with...like the relationship between the consumer and the brand, so, at the end of my whole dissertation it could end up being positive or negative, but that's not what I'm looking for, I'm just looking to see if it does actually affect it at all...so, I'm not looking at the nature of it. So, all the following things are specifically to do with George Clooney and Nespresso and I know there are other people involved like Jack Black and Danny DeVito and stuff but specifically their main person I'm looking for is George Clooney, or looking at. So, I would just like to ask if you would mind ticking your age group...there is an option to do N/A.

2: Okay, um, that's me.

R:Okay, so my first question is: I'd like you to choose your machine, check and just choose one of the pictures and tick your number here...there is also the back as well...

2: Um I think mine is quite an older model...so, between those two...I've got the Pixi so I don't think they make it anymore but it's very similar to one of these...Which one should you think I should go for...I think it's this one.

R: Great

2:What machine do you guys have?

M:We have ..

2: Oh here it is here it is, I didn't realise there was more, I've got this one!

R:Okay, number 10. I don't think ours is here.

2: Is this separate or is it part of?

R: I think it's separate...

2: Ya okay, I'm going to do 10,

R:Okay,

2: Sorry...

R: No, that's fine, you can just tick next to it that's fine. Ya... ours isn't on here, I think it's also very old...

2: Ya...

R: It's the basic one... it could be number 7 because it doesn't have the milk frother... it's just the espresso with the water... thank you ...so, then I would like to know ; how many cups of Nespresso do you drink per week?

2: I'd say about 5 but usually over weekends if I've got guests or

R: Okay, um, so there's a discussion that I'd like to have then is just ; how often do you purchase Nespresso products?

2: Because I don't use it every day , I basically buy when it's finished and then because it was quite difficult to get the pods, it was only the Joburg shop and now I think there's one in Menlyn...so, that was a bit of a mission at first and I didn't want to order online because I wasn't into the online ordering at that stage...so I just went to Sandton every now and then, so I basically buy bulk...

R: So, then you say it you buy bulk? How many boxes of pods would you usually buy at a time?

2: We were... I would buy 5

R: So, 50 pods?

2: And I've recently discovered ,by your mum ,that you could buy cheaper versions at XXX and wherever ,so the last time I bought pods I bought a variety of different Nespresso compatible pods and I must say they work very well...

R: they do they do...we have worked it out, when you make a Nespresso cup at home, it costs you about R10, if you look at the prices, and if you compare that to the price you buy or pay when you go to a restaurant ,each single one is significantly less expensive...but overall I think it's actually very expensive to use Nespresso because of the machine is the most expensive all of it.

2: And the thing is, it's not that easily accessible...

R: Ya, there's only two stores, but with the Nespresso club, I don't know if you know about that?

2: I do know about it... I don't think I'm...

R: I think when you buy your first machine, you automatically...your machine is registered but I think then after that you have to maintain... because my dad for example; he didn't bother to because every time they ask for your cell phone number and then register your order so that the next time you go they can tell you what you ordered the previous time...

2: Okay, yes I think I am part of it because they've got my number and everything at the Sandton shop...

R: And you mentioned that when you have guests you do drink Nespresso, so the question is, when you buy your Nespresso pods do you buy for guests as well ,like for dinner parties?

2: Yeah it's basically for guests...you know because it's so nice and easy and then obviously I also have those...

R: So, it's like the social thing?

2: It's a social thing ya, just,

R: In your opinion is Nespresso value for money?

2: um, I...I....I don't think it is, it's very expensive, I'm very happy to see that there's other pods that's compatible, because my worry was ,when I just bought it that I thought if this is not going to be "in" in a year's time, I'm not going to find pods, it's just going to be a fad that that's gone...so I'm very happy to see that they've been doing their thing still coz you know how it works with odd things like that...water purifier things-I remember when Nestle had a water purifier and then you had to buy their specific water that fits on it...I thought but that's what's going to happen...

R: Like blu-ray, it comes then it disappears...

2: Ya, ya, *laughs*, what was the question again?

R:Um, do you think Nespresso is value for money?

2: Ya, I don't necessarily think its value for money, otherwise I would have probably drank it more...

R: Okay ya, then I suppose also because they've come up with different pods that can fit with it, that are sometimes less expensive...

2: Ya, that a big bonus,

R:Okay, so are you aware of any of the Nespresso adverts?

2: Um ,when I still had TV, there was that George Clooney ad where I think the girl stole his coffee or he stole her coffee, or last pod of something like that...

R:I remember that one, these are pictures of a few of them ..

2: Okay...

R:So, that's the one with Jack Black,

2: Oh! You see I haven't seen these,

R: So, in this one Jack Black is also trying it out and then when he saw how George Clooney behaved he was also trying to act all suave as well, and then in this one, George Clooney was looking at this man's wife, and he got like brought in by like the mafia, and then this one here was with Danny De Vito as well.

2: Awesome, okay so I missed a few, are they all TV ads?

M uh yes, that's obviously just a print ad...but the other ones are tv ads ya.

So, if you were a new Nespresso customer, and you saw these adverts, or you saw the ad that you remember, do you think it would influence you to go buy Nespresso at all?

2: Umm, I don't think so, I'm not really, a celebrity can't really convince me to buy something

R:Okay, so you're more like an experience rather...

2: Ya, so, the reason why I bought it the first time, "yis", that was a few years ago, when it just came out, there were no ads yet, and we went on holiday with people and they brought their little "Pixie" Nespresso machine and these guys was just raving about it, and I thought this is just such a good idea because it's portable and cool, and...so I ended up buying one.

R: Okay, so, from what someone else told you?

2: Yes, and what I saw and everything

R: Okay, um, so, it wasn't the ambassadors that influenced you, just the word of mouth?

2: Yes, not at all

R: Okay, if someone were to show something new about Nespresso again, would that peak your interest again? or?

2: Probably, ya

R: So, if they were to bring out something less expensive, like a new machine, or pods that are less expensive?

2: Yes, something like that or maybe if I had to go on holiday again with someone and they have the milk frother or the cups or whatever, then maybe.

R: Okay, then the next discussion, so Nespresso likes being a modern and fresh new thing, so the Nespresso club is an example of that, how they stay up to date, so do you stay up to date with Nespresso?

2: No not really, I get the emails, I don't necessarily read it, because I've kind of found my place now in the whole...I've got my machine, and I know that I can get my cheaper pods at XXX *laughs*, and um, ya so, I don't really, I've got my thing going you know.

R: Okay, um, do you find as a consumer, do you find that Nespresso is a topic of conversation with people around you? or other Nespresso drinkers?

2: No not really, but um there's this, I think we've become a bit more comfortable with, so we don't really talk about it we just do it, *laughs*, I went away for this weekend, and my friend also bought hers, so it's like you bring your machines and I bring the pods, like that you know, like that's it, then we just do it, there's no real discussion about it, everybody just knows,

R: Okay, do you know anything about the Nespresso recycling and sustainability?

2: No,

R: Okay so, they offer the option of if you can return your Nespresso pods to them, you can recycle the aluminium stuff and also they are very into like the fair trade, and supporting farmers and stuff in like Columbia and things like that, do you think maybe that sustainability and recycling for people who do use it, is an incentive to continue using it?

2: I think so, it's just a pity... so, where do they take the pods? to the shops?

R: Back to the store, ya

2: Ya, that makes it a bit difficult hay, in South Africa, but I'm sure it's much easier overseas,

R: With more stores ya, I think, I read on the website, they're trying to make that easier, the whole thing, because they want to improve their recycling, because they make so many pods, they influence a lot of uh, pollution because of those pods, so one of their goals or objectives, is to increase the recycling by 100%, by making it easier to get the pods back to the stores, so then that I suppose would help, if you can post it back to them?...

2: Yes, that would help.

R: So, all these people in the adverts, maybe not specifically George Clooney, but do you think they influence the brand, or people to buy the brand?

2: I'm sure they do, because I mean, I think, Clooney is like a poster boy for , you know...it makes its classy in a way, because he's a distinguished gentlemen, but I can't help to feel that, to me, because they're not at home, they're more like...from the ads, at a public venue, I've always had the idea that Nespresso is something that you'll find in a hotel room, in a smart hotel, because it's easy you know, you can just put it there and put the pods and everything, so I've always had this hotel feeling about it. The celebrities, I mean obviously, it will influence people, and like I said at least it's a classy guy, looks like it anyway, I'm sure that helps...but doesn't he have shares?

R: I know he's the main Brand Ambassador, so he's like the face of Nespresso, and he also sits on their sustainability board, because he's quite into activism, as well, and he's actually gone with them to Columbia, where they get the coffee beans, to see how it works...so, he is like he is, but then he's also on the side of what they're trying to do with their fair trade and things like that, so that helps I think as well, because you can directly relate him to Nespresso, not just as a face but also, as a supporting member of it...

So then again with the people there, do you think it's easier because they're famous, that people want to keep up with the brand, so because, do you think the celebrities make that easier for people? 'Coz they see a celebrity they like and are like okay, I want to keep up with it coz I like that person...?

2: I think, he would definitely have an influence yes, um, it doesn't excite me very much *laughs*, but I'm a difficult customer see, but ya, so he's not convincing me, he's not the reason why I... and also he's not going to make want to keep up, I'm going to keep up for other reasons, but I think it's a very strong marketing tool to use a celebrity.

R: Okay, just to reflect on everything we spoke about, is there anything you would like to add about Nespresso? As a brand and how you feel about it?

2: I love the shops, I just think that...the Sandton shop and Menlyn are the only the stores hey?

R: Yes...

2: So, the actual shop is very classy, very nicely laid out, I love the wall with the pods, so visually , visually I just think it's very nice, so ya, and um, ya I just think it's very cool

R: So, it's then that you're more influenced by what people say around you, about the brand, and you build your opinion on like the different insights you get from other people?

2: Yes...yes.

R: So, then are there any points you'd like add about George Clooney or any of the ambassadors in general?

2: I think it's a good choice, for an ambassador, ya I know all the girls love this guy, he's a good option for the brand. But I think I'm too old to be charmed by him.

R: Is there anything you'd like to add about anything we've spoken about? About the machines, the Nespresso club, anything?

2:Um... no...um but I think I need to go do some research on my own, because I've seen now, because when I went now away this weekend I took my machine and my pods, because I know sometimes the water - the pipe- gets clogged up, so my next mission would be to find out if they have like a descale or something that I can use in the machine, so that it can keep working properly....

R: I know with the warranty you get on the machine, it for like mechanical issues, but then they won't take it in to be repaired, for example if that's the problem, so that's something that you then have to fix on your own, they won't use it as part of the warranty,

2: Also, I didn't buy my machine at the Nespresso shop, I bought it at a XXX, because they also have the product, and also I see XXX, sells the machines, bummer - they don't sell the pods, which doesn't make sense to me. When you buy the machine you want to buy the pods right? So that's why it's difficult, I think the accessibility is a bit... in South Africa, I'm sure it's not the same overseas, um and that's also the reason that I went over to the generic pods...

R: 'Coz they're much easier to get your hands on?

2: It's much easier, it's accessible, because that was what kind of frustrated me because I didn't have the pods and I had to wait to go to Sandton to get the pods,

R: The same happened with us, my dad had to go...

2: So, I think it's a good thing, they're trying to make it more accessible to everyone with an account at XXX, or wherever, but ya then the problem is just that once you've bought the machine, you want to buy the pods, because you want to try them now, so it would be nice if they could sell the pods as well, at the other stores that not Nespresso stores,

R: So just to recap, your more influenced by other people, not the people in the ads? Those are just nice to have?

2: Ya, those are whatever...

R: But you do think that the Brand Ambassadors are a good choice, just not for you?

2: Yes,

R: You said you don't have a TV anymore...?

2: Ya... don't have TV anymore...

R: Could that possibly be, for example, you trying to step out of the "clutter" of TV all the time? So, you've distanced yourself from ..

2: Yes, I mean, I think I've got a Nespresso magazine somewhere here... ya here...so this is the Nespresso magazine, which I think is very nice, so, I mean, in here they've got all sorts of stories... you can see I've cut some out... so I think this is also very nice, I think I got it in the store maybe...so I think this is very nice... this is something that I would read...

-Participant talks about magazine-

R: So, its more the tangible things?

2: It's the lifestyle...that I like...so the fact that I can go anywhere, and still feel I'm doing it in style...I think I bought machine in 2011 or 2010... I actually bought it for my husband as a birthday gift... but I actually bought it for myself *laughs*... it's just so easy, and that's what kind of convinced me to buy it in the first place, because the people who I first saw use it said, you know the big machine, with all the pipes...and this (their machine) is like technology perfected.

R: Okay, so it's the ease of use... like the statement you can make with it?

2: Yes...yes.

R: Would you say that the influence of George Clooney is um...influenced by someone's gender, their age, like depending on what they are, that they're influenced different by the ambassadors?

2: I think so, ya, because it's all about how you can identify with that person...so a young guy might think, " ooh, look at this distinguished guy, I wanna be like him... I wanna be ..."... ya...obviously the women are easily swayed by a good-looking guy...I like the fact that they used...because if I think of George Clooney I think of a distinguished gentleman, with a bit

of wild side, you know? I think it's very good... it's a nice celebrity to use...it enhances that feeling of, "you're doing things in style" but in a casual way...

R: Alright...I understand...Thank you so much!

2: It's a pleasure!

Participant 3 – 3

Researcher – R

Names Mentioned – XXX

R: Okay, so, I would just like to thank you first, for helping me with my assignment. So, I'm just going to explain to you what the topic is about. So, I'm looking at George Clooney as the face of Nespresso, I'm looking at how consumers see Nespresso when they see George Clooney, and the relationship they have with Nespresso because of George Clooney – so as a brand ambassador. Um so, people could say, it could be positive or negative – the results of all of this research, but that's not what I'm looking for, I'm just looking to see if there is actually an influence, so that if George Clooney actually does influence peoples decisions when it comes to Nespresso as a brand. Um and then, all the questions that I have here are just based on Nespresso and George Clooney, so there are other people in the adds, like jack black and stuff, but they're not what I'm looking at specifically

3: Okay

R: So, then, I'd like to ask, how many cups of Nespresso do you drink per week?

3: Maybe 2,

R: And in the household?

3: XXX loves it, so I rate , him and XXX, we do about 6.

R: Okay, so then the first, discussion point: I'd just like to know, how often do you purchase Nespresso Products?

3: The minute they're finished

R: And how often is that usually?

3: If we get guests on the weekend then by Monday they're finished, sometimes we don't get guests, so maybe twice a month.

R: Okay, and then when you now have to go an replenish your stock, how many boxes do you buy, like of the pods?

3: Two, well its also depends, well I'll be honest and tell you I buy the generic ones, I don't always buy the Nespresso...

R: Okay...

3: 'Coz for me to get in my car and go to the pop up shop in Menlyn is a mission,,.

R: Well, it's a real store now,

3: Oh, but still, I don't go to Menlyn, I mean I'm in Lyttleton and Midrand type of effort, so my spar has what they call generic pods and they're just as nice. So, then I buy...

R: That red box, the espresso?

3: Yes, but those are the rooibos ones,

R: Oh, okay...

3: I bought a new one called Bellissimo or something that fits my machine

R: And then when you're buying, you said when you have guests over it goes a bit faster, so when you buy, do you buy with guests in mind? Or do you buy just for the household and if its finishes when guests come over then...

3: Well if...well no, I buy it for the household, so that if a guest comes I'll always have.

R: Then the second group of questions, I'd like to ask that if , in your opinion, in Nespresso value for money?

3: Shh, yes and no *laughs*, both, it is expensive, but it is a nice luxury to give someone if they come to visit you.

R: And then why isn't it , is it just because its expensive or...

3: Okay, I don't understand what you're asking me?

R: So, you said that it is value for money and that its luxury, and its good quality, but why wouldn't it be value for money? Is it just because its expensive?

3: Oh no it's cheaper, no, if you buy the generic pods then its value for money, because it does work out cheaper, but it does work out at the end of the day, as expensive for a cup of coffee, I'm not going to be making that for myself during the whole day, if im at the office for instance, but like if we go away, I take my machine with me,

R: Okay...

3: So, then I enjoy a decent cup of coffee, but at the office I will just use my normal granules and then its fine...

R: Alright, so, then I worked it out along with my lecturer – the cost price of it, so making a cup of Nespresso at home costs about R10, and then when you go out, to buy like a cappuccino, its like R20, so singularly I think the Nespresso is...for one it's less expensive

overall, than if you were to go out. So, for like the 10 cups you make from the pods, versus the 10 times you go out for coffee, its less expensive to do Nespresso, like to buy it.

3: So, for me personally I like a small cup, with the pod... and when I go out, because their machines are stronger than my own pod machine, they can give me a bigger cup and a stronger tasting coffee...

R: Oh okay,

3: Okay...so, for me it's the same

R: Okay, and then I've got a few pictures of the adverts here, just like screenshots of it, um...If you recognise any of them you can please let me know... so this one was with Jack Black,

3: I remember that one...

R: So, that's when Jack Black tried to be all suave as well...

3: Yes, yes...

R: And then this one was where George Clooney was caught looking at this guys wife, and he like called him in and it was like a mafia vibe,

3: I remember this one...but I remember the top one more,

R: Okay... could that be because of Jack Black or...?

3: No, it's because it's day-time and it's sunny and fresh,

R: Okay...

3: This is dark and "dingdy" *laughs* and violence with the mafia, type of effort... so, I like this fresh, open, outside look...

R: And then, the next one is the one with Danny De Vito, I don't know if you've seen that one?

3: No, I've never seen that one, so this was like the print one you would see in a magazine and this was the TV one...

3: No, I've never...

R: So, when you watch TV, do you see the Nespresso adverts at all? Do you remember seeing them?

3: I remember seeing this one yes, this top one yes...possibly this...but because it's dark and "dingdy" I just bypass it...but this coz it's nice and fresh and day-time its's sunny and...ya...I'm battling to try and remember this...sorry

R: So, then if you were a new Nespresso user, do you think that, for example the one that you recognise, would influence you to maybe try the product?

3: Yes...yes coz it's nice and fresh...

R: So, it goes with what you appreciate?

3: Ya, sunny... I don't like dark and "dingdy"

R: So, then the next group of questions...the next discussion, um...so, Nespresso likes being modern and fresh, up to date with things...so they have their Nespresso club, do you know about the Nespresso club?

3:Uh, ya I do, I actually think I get emails... but I get so many emails I just bypass them...I think I joined the club when I went to buy...I've had my machine for some time now...so I think I either got it for mother's day or my birthday, XXX and the kids bought it for me, and then when I went to go buy the pods, coz they had a limited edition of some thing from Kenya... but they don't have it anymore but it was very nice, and I used to go out of my way to buy it and now I'm like, "oh hell no its too expensive"...

R: Because the store just used to be in Sandton? My dad used to do it, he went too...

3: Oh, no I've only ever known the one in Menlyn, coz I stay in my boundaries, I don't like to go ... Ya, so then they joined me but I will be honest with you, I get too many emails in a day to double check everything, so I just bypass them...

R: Okay, you think that email isn't really an effective way to communicate then?

3: No...

R: Because it just gets avoided...?

3: Nah...I think if you don't get a lot of emails then its fine...but I get hundreds and a lot of junk mail also so I just

R: So, do you find, like in public spaces, or with the family, that Nespresso is a topic of conversation?

3: Um...not as a rule no...I have a Portuguese friend who likes espressos, you know...single shots, and my machine makes it like that and he loves it, so he's like "oh what's this? What machine is this?", and he owns a restaurant so, I say to him, "no, its this little Nespresso,"

and he says, “oh lekker, okay cool”, so...but as a rule, no...but I think if you’ve got one, like my friend ,XXX, got one, so when she got one, then she put it on facebook and made a big thing about it, and I said oh, I’d like to get one...but I had to wait, obviously, and then I saw the advert of TV, with George Clooney, this top one here, and I said, “Oh, XXX, look; XXX’s got one, look at the advertising”, and then I got one too!.

R: Oh okay, so, so it wasn’t necessarily the advertising alone, that got you interested in it, it was the recommendation from someone you knew?

3: Ya, like the word of mouth...

R: Okay, and then...do you know anything about the recycling and sustainability of Nespresso?

3: No...

R: So, with Nespresso, with what you said now – its far away, if you take Nespresso pods back, they recycle them, the aluminium pods...

3: Oh, really? I didn’t know that...

R: So, the Nespresso official pods...and one of their objectives, likes their 10 year goal..no not 10, 5...is to have 100% recycling of all their pods...

3: Oh, really?

R: So, they want people to, to drive people to bring all their pods back after they’ve purchased them, so they can recycle them,

3: Okay, wow...Okay I didn’t know that, coz I’ve been just throwing them away, coz I didn’t know if I could recycle them...

R: I think its cos they’re aluminium...

3: Okay... alright fantastic...well the bottom pieces are plastic; the top is aluminium...

R: Oh, ya ya, um and then...the sustainability, so George Clooney is on the sustainability board, type of thing... so they support fair trade and ethical farming and stuff in places like Columbia where most of the coffee’s come from, so actually went with them there, to see how they’re treating the farmers and stuff...so they’re hectic big on making sure everyone is treated fairly...

3: Oh, that’s awesome...wow...

R: So, do you think that George Clooney being on the board is like a positive thing for the brand? So, then he's not just like a pretty face...

3: Absolutely, I wonder if they should actually incorporate that into their adverts? Quite frankly...

R: That's actually a good idea...so you can know about it...

3: I didn't know about it, its cos you just told me about it...

R: I think, out of everyone I've interviewed, no one knew about it...

3: No, that's what I'm saying... they should take this nice, fresh, open advert and just like... you know like in the movies, if you see a documentary, live, based on a true story at the end? The guy, or the real person will talk to you and say, "okay, whatever whatever", they should just put him at the end and say something like that coz I think it's awesome...

R: That's actually a very good idea...um...so then the people in these adverts, they're all actors...this guy is also an actor...and then Danny De Vito, Jack Black and George Clooney, do you think having these types of people in the adverts, influence consumers to be more interested in the product? Or to go buy it?

3: Um...I don't know...

R: Do they influence you in any way?

3: Its difficult to say...I know who George Clooney is, he's a distinguished actor, man...uh... I don't know...but if I look at these few pictures, for instance, say now I hadn't seen the adverts...I would have chosen the first one, simply because it's fresh, clean, and its open and sunny, the other two are too dark for me...so I don't whether, if they had put two other actors, whether that would have influenced me...the mere fact that this picture is bright and sunny and clean and fresh...and if I look at the picture I could almost smell the coffee...whereas there two pictures are dark and "dingdy" – I wouldn't look at that...I like this fresh...

R: So, it could be more the atmosphere they create?

3: Ya, coz this picture looks like a crisp, fresh morning, where you're going to have a decent coffee...I can actually smell the coffee when I look at this...but these two I just smell rum *laughs* or whisky *laughs*...

R: It doesn't suit the...brand

3: No, no...not for me

R: Okay, and then...again with the people that are in the adverts... do you think that having known people in the adverts , is better for the brand? Because then people actually know who those people are on the picture...they know...like they can associate more easily or...

3: Ya, possibly...I don't know...

R: Okay...so from what you've said, you're also more influenced by word of mouth, by what friends and family said...

3: Yes, yes...especially because...its not a cheap exercise... so if someone's coming to me and saying, "listen, XXX, you must try this new coffee, its absolutely divine, its smells awesome"...I'm gonna say, "okay, cool"...we've gone out to eat before so I know your tastes, what you like and don't like, and then I ... ya for sure...

R: Okay, um...then is there anything you'd like to add about Nespresso? Like as a consumer of Nespresso, anything you like about it, things that stand out to you for the brand...

3: No... I like that its compact, its uh...the other one is easier to clean than my number 3, I don't know if it's a Nespresso...no it uses a bigger pod...

R: Is it a round pod?

3: Ya...

R: That its also, it might be one of the bigger machines... and those you get...so, if you go on the website actually, you get different categories, and that's a business category...

3: Oh okay, that one is easier to clean than my number 3, but if I don't have milk then its also chop-chop to work on my number 3...I've still got my plastic on mine... I haven't taken it off...its compact – I take it everywhere when I go away...coz its easy to pack up into a bag...um... ya... I like it, it suits my kitchen...I don't know what else to say... I'm happy with mine...

R:Okay, and then... is there any point you would like to add about George Clooney or people that used by brands, to be the face of the brand?

3: I think each age category has a different answer for that one, quite frankly, because, depends on what market you're looking at to target, in my opinion...so I'm going to have Justin Bieber trying to sell me coffee...*laughs*...you know the youngsters is a bargain, but the youngsters don't drink coffee, so...yeah...maybe...they seem fine...

R: So, do you think it could be a generational choice?

3: Most definitely. Because not a lot of young people will know who George Clooney is...

R: Ya, true...

3: They're going to know who his wife is, because she's shit-hot *laughs*, but...I suppose if you put Channing Tatum or someone in here, all the chicks are going to know who it is...

R: True...

3: Because he's also just shit-hot *laughs*...I don't know, XXX, I know who he is because I'm in another age gap... so I suppose it depends on what consumer market they're looking at to target...

R: Okay, um...and do you think it could also be influenced by gender ? Uh, because from a previous interview, there's been a clear different between the men that I've interviewed...

3: Oh, that's gonna go without saying...but isn't there a chicki-babes on this one?

R: There is...a Spanish woman... or Brazilian?

3: She's also a good-looking lady, obviously they're not going to have ugly-looking people...

R: I think Penelope Cruz or something...

3: Okay... well, ya I suppose, but you're gonna get that in any brand thing , the guys are going to have their opinion and the chicks are going to have theirs, so...

R:... So, is there anything you would like to add about the questions that I've asked?

3: No...I've learnt something now about him being brand ambassador and about the pods being recyclable, because I do recycle at home...so it's an added bonus...

R: Alright... there's nothing else,

3: Okay, thank you, XXX.

R: Thank you as well, its bean a pleasure!

Participant 5 – 5

Researcher – R

Names mentioned – XXX

R: Okay, so I would just like to start by thanking you again for taking time out of your day to allow me to interview you for my research, so I'm looking at George Clooney as the face of Nespresso, there are other people that have been in the adverts, but specifically I'm looking at George Clooney, and then the results of the assignment could be that there's a positive or negative effect, so that could be George Clooney, he makes people love it, he makes people hate it, but my aim is just to see if he has any influence at all. So, I'm not worried about the positive or the negative. And then, all these questions that I have, or like the little discussion points – are just to do with Nespresso and George Clooney specifically.

So, then I'd like to ask you if you could tick a relevant box there,

5: Okay,

R: And then I'm going to show you some pictures of the machines

5: Sho, I'm in the Not Applicable! *Laughs*

R: *laughs*, that's fine.

Okay, so there's machines number 1 to 10, and if you could please tick which one is yours:

5: Oh, are you gonna show me on the photo?

R: Yes,

5: I was going to say there's no ways... I'm one of the early models,

R: I think these are the newer ones, so its possible that it won't be here,

5: Is that it?

R: Oh, there's a few on the other side...

5: Oh, ... it's like a line up

R: Yes, *laughs*

5: I'll have to go for the closest one for you,

R: Okay,

5: They're all top-loaders hay?

R: Ya,

5: Ya well... actually... it's actually not here...but I will put what looks like

R: That's perfect

5: That'll be okay, hay?

R: Ya,

5: So, what do I do? Just circle?...

R: Ya, whichever number

5: Okay, that basic one, so that's the basic one, that's the shape of it, 9,10,8,10. I'll go with ...I'll go with 2

R: Okay, cool

5: "how many cups of Nespresso do you drink per week"

Do I put the answer here?

R: You can, anywhere is fine

5: Uh, discussion point..

R: Oh, I'll read that.

5: Oh, is that you?

R: Yes, I'll do that...

Okay, so, the first one is just discussing You and Nespresso, like how much you like it, so how often do you purchase your Nespresso products?

5: I do a big buy, like we got our supplier right here,

R: Oh, of course,

5: So, I pull in there, I say, what new stuff have you got in, and they'll tell me, so I buy possibly a box, with, they've all got the different, decafs in and they got... I'll buy a box of those, and uh that'll last me a couple of months , so about a 1000, whatever it is bucks.

R: Okay,

5: So that's, that's what I do when I go and buy,

R: Okay, so then the next question is how many boxes of pods, so its just usually the one bulk box that's got many different pods in it?

5: Ya, ya

R: Okay, um, so when you go and buy, do you buy only with yourself in mind or, guests and...

5: Ya, I buy it for home, it was here, but I wasn't going to leave it here because it'll get broken, I've got a nice little dish where I keep all the pods in, and I lay them all out and I do , two of that colour, two of that colour, so it's a whole mix, and I've got the book behind, so if someone come and says, "oh what's this?" I can say its "aromo da whatta" , that's a Columbian or whatever...

R: Okay, so then the next discussion point, its bit of a longer one, in your opinion, is Nespresso value for money?

5: Ya, you know um, I think it is, it's the novelty of uh , "I make a nice cappuccino," , every time I buy a bulk, they give me a, two cups free,

R: Oh, the Nespresso mugs?

5: Ya ya, so I've got the small ones, the shots, and then I've got the one a bit bigger, so um, I make cappuccinos, for everyone who comes in and its like, "would you like an espresso?" , you know normally its like, "would you like a cup of coffee?", it's like the whole wrap you know?

R: Okay,

5: And you know see the whole way I prepare it, I've even got a Nespresso spoon, I've got all the gizmos, you know what I mean, for Nespresso...

R: Okay, so then, looking at the cost of Nespresso, I've worked it out, with my supervisor, so to make a cup Nespresso at home, it would cost you about R10, and then at a shop, to buy, for example, a cappuccino, is like, R20 and up, so how do you feel about that comparison? If you look at the prices you pay for Nespresso when you buy the box, it is more expensive, but cost price it technically less expensive,

5: Ya, it is, but with saying that is , you know I've found that...what I do is... when I make a...if I go in a shop and the make me a cappuccino, its full, its strong hey, if you know what I mean?

R: Yes, ya

5: But one pod...if you see...when you just do the one pod and you top it up with hot water, and then out your froth in, its not that strong anymore,

R: Okay, so, you water it down a lot,

5: It's like diluted ya,

R: Okay,

5: So, and now I think that's where you know, the difference in the cost is, coz its like R21, but they're giving you...you've seen that machine hay?

R: Yes,

5: They fill it with coffee, and your putting in that little pod

R: Okay, ya so it does make a bit of a difference.

5: So, it's a novelty for me, more than, "okay I'm getting my monies worth", because I'm doing it because I put it in "quick quick",

R: It looks cool,

5: Ya, it looks cool but if, you add more than the little pod– you're losing that strong flavour of the Italian, or Columbian or...and that's where I see the difference

R: Okay, that makes sense then. So, if you were to make that Nespresso worth the same you would have to put like two pods in, and that would then cost more –

5: Ya you would have to do like a double espresso, to get any sort of "ah ya ya"

R: Okay , so then I've got pictures of Nespresso adverts here, so if you could please take a look and just see if you recognise any of them, so they're all just screenshots from the TV ads,

5: Oh I know Jack Black.. and this guy... oh I will get back to you, ...this guy at the bottom – I went to a sort of a stage show in the west end, the east...the witches of Eastwick! And he was the main actor in it ... I know George Clooney...I certainly recognise these 3.

- Participant talks about George Clooney and bruce willis early careers

R: okay, these another advert at the back, here...

5: Oh, De Vito, Danny De Vito, ya, you can't miss him hay

R: No you can't *laughs*, Okay, so these adverts, were they entertaining to you, did you enjoy watching them, seeing them or?

5: Ya, no they were very good, I think you know, like, old jack black – he bought that, or drank that because he (George Clooney) drank that, and that's most of the public...for me

anyway, you know I say “Would you like an espresso, you like George Clooney? – we drink the same” so ya I think it’s good for the ad.

R: And then, would you say that Nespresso is influenced by these people? So, who they use in their adverts, then reflects on them?

5: Yes, I think so, drawing people who don’t drink , or haven’t drank espresso, or don’t have machines, I think ya, they definitely do. I would say, “ya, I’d like to try that” actually because of them, you know if he can drink it then I definitely will, if he says it’s okay I will drink it.

M : So, then if you were a new user to Nespresso, they would then, you be like oh okay, let’s try,

5: Ya, you know, the machines are pricey,

R: *refers to another a friend of participant 5 and their machine*

5: I also take them back to get recycled,

R: Oh okay, that actually one of my questions...

5: Oh, you’re gonna get to that, I don’t want to jump the gun, but ya, it’s pretty pricey – I mean, that frother, cost me just under a thousand,

R: That’s very expensive

5: Then you got the glass cups and whatever, but I think that’s because of South Africa import-duties, and stuff like that

R: Yes, that could also probably add to it, and because it’s not a common household thing,

5: No, it’s not

R: It’s still quite, like you said, a novelty.

5: it’s a novelty ya, it’s a “nice-to-have”. You know if you’re a young couple and you’ve got a flat, whatever, it’s a talking point – “Wow, you got a ..”ya I gotta.. let me show you” you know, and you realise...like you said its r10 a pod, so you’re like “should I shoot it?” *laughs*

R: Okay, um, so, Nespresso likes being a modern and fresh brand, you know, up to date with things, and their Nespresso club, is an example of that – do you know about the Nespresso club?

5: No,

R: So, when you buy a machine, and things, the machine serial number gets put into the system, along with your cell phone number and details and things, and every time you go to

the store, you give your number again and they can tell you what you bought the previous time

5: I've got that now?

R: Ya,

5: I'm obviously part of the Nespresso club,

R: Ya, if you go online you can see more about it, it helps you ,like, to do online purchases, seeing the stuff they can deliver to your stores or whatever, um I think that helps with...coz its like a mission sometimes – because the store just used to be in Sandton, that used to be the only one, but now there's one in Menlyn as well, which obviously makes it a bit more accessible to everyone,

5: There's one here, and there's one across the road here

R: Really?

5: Ya, this one over the road I think sells the machines, and there's one here at the traffic lights, there's used to be a bakery, and that's where I purchase

R: Um okay, so you said earlier that in your opinion, people would speak about Nespresso, so do you in general think it's a nice typical conversation to have?

5: Ya, absolutely, you know, I've got a workshop, where I do hobbies – I build models, and collect knives, but I can – there's a story behind everything that I have in there – and likewise with the machine, it's a storyline isn't it? And the pods and everything – someone comes in and is like "hi hi, " and now what? "look at my new Nespresso machine, come let me show you, "it is, it's a conversational point,

R: Okay, um, so then you said you recycle

5: Ya I keep the pods, coz they give that plastic bag with it, and I, once that thing is full , I then bring it in and hand it in to them

R: Oh, the little thing in the machine?

5: Yes, the little tray fills up, I empty that into the bag and when the bags full, it seals, I bring it in and I give it in to them – and that's when I'm due for some pods, roundabout then. Then they give me another bag

R: That's very interesting, you're actually the first person that I've spoken to that does the recycling, everyone else didn't know about it

Um so, like the people where we said they influence the consumers and things, would you think that stuff like the recycling also influence people?

5: Ya ,absolutely, you know, if you look at the Americans, everyone has a bottle of whisky in their office – you’ve seen it? And you get it in there and its “Sit down bob”(in southern American accent), and they get it two glasses and pours a shot in each and give you one, I mean you’re having a business meeting now...in South Africa you can go down to the local – which isn’t what you should be doing – but that’s what happens, and that’s how they conduct business – likewise with coffee, it’s a distraction, you know if we just sat here and had nothing, its like “mm, what are we going to talk about now?”

R: Ya , it’s a bit stagnant otherwise –

J5: Ya, ya. So, it’s to sort of opens up here

R: Okay, and then... everything that Nespresso does, so their club, their recycling, the well-known people that they use , do you think that it makes it easier for people to want to keep up with the brand? So, by having, for example famous people, do you think that helps you to be interested in the brand and what it’s doing?

5: Ya, the thing is that cost factor is going to come into that equation at some stage, in your life, you know – is it going to be one that you cut out, because prices are going up, or are you going to go back to the old one – Nescafe? Or not, so I think they, they mustn’t get stagnant, some fresh ideas need to go into it, to keep me as a member, because that’s what the club is all about, , its like “Hay we haven’t seen XXX for a while, lets end him an email”, something like that,

R: Oh, to keep you interested,

5: Ya, so throughout...from the guys...and maybe they should have a couple of female actors in there

R: They do have a few, but I don’t think they’ve been in the adverts, I think they’re like in the magazine things and like Penelope Cruz ,

5: But I reckon they should have them in the adverts, you know, because it is a good medium, television.

R: So, that actually ties in with something else that one of the other people mentioned, do you think that George Clooney would appeal more to females than males? Do you think that maybe has an influence in somethings?

5: Ya of course, my instincts say yes, you know, he's getting on now okay, he spoilt it by getting married, you know its shifted from the younger females now to the , sort of the 30-40y/o females, I would say maybe a younger guy?

R: To appeal to the younger people?

5: To appeal , ya, because the young are taking over, they're running the world, so ya, now is the time to do the switch,

R: Ya, while they're still relevant,

5: They can still keep him there, but a new face, a new guy. Likewise, with a female in there. You know, with the females (ambassadors), maybe out a sports woman in there, and sports guys you know, everyone thinks they drink monster, energy drinks, and that stuff, but now you suddenly see this Olympic athlete woman sipping on an espresso,

R: Ya, that'll make quite a statement actually,

5: Because it does, there's so many theories about coffee you know, its good for you, its not good for you, there's so many ideas you can do into that – we've covered the actors now, now we need to cover the rest,

R: So could it be that, so the people affect it – the people in it, but also Nespresso's ability to remain current is also quite important then for keeping the consumers , so not just with George Clooney, they could also find another younger actor and it would also have the same affect?

5: Ya, I think so, especially it will appeal to the younger generation, I'm sure the younger generation right now will sit there and say, "no ma, no dad, he is an old man now'

R: When I think of George Clooney, I think of oceans 11, and movies and ...he's quite a distinguished person, not necessarily...

5: And he also runs one of those foundations...

R: Yes he does, so he works with sustainability, and he's also on Nespresso sustainability board, so he went with them to Columbia to look at the farming and stuff... so, do you think that also- him being directly involved with the Nespresso sustainability and him being an activist-that also then influences how consumers feel?

5: You know what, for me ya, but I'd say for the young generation , the world is moving so fast hay, I mean right now, you could say to someone, "you know George Clooney?",

R: Ya true, very people, very few younger people actually know him,

5: There we go! And that's the target here, the old people already now Nespresso, we are set in our ways, I'm already a member, but if I can target the younger consumer with the younger actor... Jack Black, when I see him, he reminds me of "School of Rock," something like that,

R: Yes, I've seen that

5: And he's a comedian, so we got a comedian in it, we got an actor in it who's won so many Oscars or whatever, ya what about the middle man? The working man?

The younger generation, that's what you need to target – or what I say would need to target – coz you've milked this now, it's not fresh anymore – and especially not to the members. I mean it will still draw, but not as much as the new face, the refreshing new face. Like the new... over Christmas they brought out the Liquorice, and what was the other one... orange, and then I asked, what was the popular one, and you wouldn't think that liquorice was the popular one, over that period.

R: Ya, a lot of people don't like liquorice,

5: Ya, but just the word, you know when I talk about strength of Nespresso, the liquorice actually brought it out –

R: That's very interesting,

5: Well for me, you know, but ya, it's new we don't have that anymore... the chocolate one, that's gone – so that's new stuff,

R: So, it like peaked your interest,

5: Ya, that's what I do, I say, "well, what you got?" new now, and he say that, and I say nah I've had that, that, really, ya, okay give me one of those... I don't do decaf, but in the actual pack they give you two pods, two containers of decaf for those people who want a decaf,

R: Okay, so those are my... the end of my official questions, but I would just like to ask, is there anything you would like to add about Nespresso or George Clooney and how you feel about it?

5: I think I've given you enough, there nothing more really that I can think about, ... the machines, you can see with the machines that, wow, you've got quite a selection, from the lowest to highest, and that's cool. And all the accessories are fantastic but, this ad now, is been paid for and been played, its time for a fresh face – in my opinion, that's what I would say, and I would say, especially the younger generation, even the older generation need to be tapped, everyone think because the old people have gone into old people homes that

they don't drink coffee? Its quite the opposite really, there is research that coffee is good for you, you know, obviously in balanced amounts, but you, ya I'd say, that's what I'd recommend, if I were a marketing guru I'd say to my people , okay, lets tap the younger and the older, see what you come up with, people like yourself, I'd say go out and tap the older people and see what you come back with, and I'll tell you what hay, the old people sit there, and they'll take anything that they don't have to pay for ...

R: I think young people as well... That's a very interesting point,

5: Ya, something for you to work with,

R: Okay, thank you so much,

5: Okay Margoux, I hope you come out with a 90%,

R: I hope so too !:)

Participant 6 – 6

Researcher – R

Names mentioned – XXX

R: Okay, just to begin, I'm just going to briefly explain my topic, so I'm looking at how Nespresso consumers identify with George Clooney as the face of the brand, and if he affects this in a positive or negative way, so the end result could be that it's completely negative and they must get rid of him, or it could be that he's the best thing they've ever done and must keep him there, but I'm just looking at is there an actual influence, and how do people feel about that.

6: Okay, that's interesting.

R: Okay to begin, I'd like to ask if you could tick an age group, there's also an N/A there if you want,

6: Okay, *laughs*, it's okay, there we go.

R: Okay, then I'm going to show you a few machines here, and if you can see yours, or the one you think it might be, you can just circle the number here.

6: Okay, let me just see...it's none of these, mine is that one, #10, but I think more the older one, that's got the little frother stuck on the system,

R: Because these are the ones that I took from the websites, so they are updated versions,

6: Okay ya I think so,

R: Thank you, so the first basic question, how many cups of Nespresso do you drink per week?

6: um, 5.

R: And this is just to see that everyone I'm interviewing is in the same category, um, for example, someone that I interviewed actually drinks up to 40 per week,

6: No, to be honest, I really don't drink that much, I used to drink more, but now I don't,

R: So then, the first discussion point, is, how often do you purchase Nespresso products?

6: I would say, um, probably, every 2nd month, so not even on a monthly basis,

R: Okay, so how many boxes of pods do you buy at a time?

6: Probably about 4 to 5 boxes at a time, you see, my husband also purchases, so it's for our family, so it's just the two of us that actually use it.

R: Okay, that goes with my next questions – do you buy for yourself only, or do you buy extra if there are guests coming to dinner ?

6: Um , I would obviously get more if we do get guests, if we are going to do coffee um, but at the moment I'd say its more for just us, my husband and myself.

R: Then, the next discussion is just talking about your attachment to the brand, so in your opinion is Nespresso value for money?

6: Yes, I do feel so, um, do you wanna know why?

R: Yes please,

6: Um, we've had our machine for very long, Margoux, we've had it since, uh, I'm trying to think, probably uh, for more than 10 years, I suppose its not that long but for us, we love the machine, I suppose because we also lived so remote, that it was like a treat, when we got the machine, we would make our nice coffee, it just became kind of like a habit, its just like a luxury for me, almost, um ya. It's like a relaxation thing, to make yourself a nice coffee and go sit and have your coffee.

R: Okay, so then my lecturer and I worked out the cost price, so per Nespresso glass, it's about R10 each, and if you were to go to a restaurant to get a cappuccino, it's like R20 -21 rand, so that difference there, how do you feel about it?

6: Look, I think, in south Africa its quite expensive, when we lived in Mauritius it wasn't that expensive, um I was telling someone the other day, we actually consumed more, but our lives were more quiet, you know, whereas...I do find it expensive, but I love being home so I enjoy , making coffee, and up till now, it's still a treat

R: Okay, and are you aware of the Nespresso adverts?

6: Um yes, I do see them, I even see them on Netflix, now and again, they interrupt, I saw that the other day, I was quite surprised, and I do, I love the Nespresso ads,

R: Then, I'm going to show you these few adverts here, these are just screenshots of a few of them, um, so how do you feel about the people in the adverts?

6: How does it make me feel?

R: Ya, or do you like the adverts because of who they are?

6: I suppose I do like George Clooney, he's got such charisma and style, and its just elegance in a way...I wouldn't say...I like the character, just.. I like him, its very, it quite I thinkI like the settings more – these pictures and their ads, I haven't seen all of them to

be honest with you, I know that ad specifically, it is European to me, its lovely, its almost classical, but with a twist.

R: So, you said you preferred this top one, here,

6: Ya, it's kind of more the elegance George Clooney having a bit of a suave-ness to it

R: So, if you were a new Nespresso consumers, and someone was telling you about it or you saw this advert, would you, do you think you would be more inclined to go for it? Because you like ad?

6: I think so, absolutely, I think... I mean visually, it does have an effect on what you consume, eventually, and what you purchase... it's like a luxury thing, its lovely to walk into – I'm just bringing this in as an example – into a Nespresso shop, the service is good, it looks nice, you get treated nicely, they always showcase their new brands or special editions, I do like it, very much,

R: Okay, then the next group of questions- discussions, so, Nespresso likes being up-to-date and modern and fresh and stuff, like with the Nespresso club... are you aware of the club?

6: I am aware of the Nespresso club, um, I don't think I've received any correspondence on that, since I've been here, but I know that my husband gets emails and stuff, is that it, more of less promoting their products, its nothing more than that hay? Ya, so he does get that

R: So, when you buy a machine, they take the machines serial number and put it to your names or numbers, and things like that, and whenever you go to the store, they take your number, and they tell you bought the last time you were there – like last time you bought 5 of these or 4 of that,

6: Yes, yes, okay I know that,

R: okay, so that part of the business, do you think that also helps consumers like it? Because its like a personal touch?

6: I do think so, because I like the not-so-strong um, the strength, you know, pods, and if they've got something new , I'll say but this is nicer and they say you might enjoy this, and they'll offer you a cup of coffee , you know, I do think it adds to a person wanting to buy the product

R: So, seeing as you guys are consumers then, do you think that Nespresso is a topic of conversation ?

6: Yes, absolutely, when people walk into your house and you make them a cup of coffee and yes...and coffee for me is... socialising for me is coffee, I love going for coffee, and I love stopping to buy coffee, and I love having coffee in my home, with friends or family, and the brand is a topic of conversation, a lot of people have had this , with people in our home before, they say oh but they make the pods to fit, you can buy any pods, woollies, pick n pay, that fit Nespresso machines, but I suppose, its just not the same – maybe we are just brainwashed *laughs*, when you use the other pod its not the same as your Nespresso.. and you also get used to your flavours, with the type of coffee you drink..

R: One of the other participants actually said, its all good and well that it fits but its not that much less expensive either,

6: It really isn't, XXX said that to me the other day, that you're fooling yourself, there is less in the box and the quality is not the same,

R: From what I've heard, is that it doesn't have the same intense flavour, its almost watered down,

6: It is, you know what, it's funny , this is going to sound really crazy, but when you actually push your...you put the pod in, and the machine pierces the pod, for the water to run through, its far more smoother with the Nespresso pods, it's really made for the machine obviously, than when you put those, the others in the machine.

R: Someone said that when you put those fake ones in, you have to put it in twice,

6: Yes, when you press it down, it doesn't pierce it always the first time, ya, so

R: So, then have you heard about the Nespresso sustainability and recycling?

6: No, I haven't

R: So, with the Nespresso recycling, you can actually take your pods back and they recycle them, their specific Nespresso pods,

6: To the shop?

R: ya,

6: That is so...that is fantastic

R: So, one of the participants I spoke to, they give him a bag every time, a specific Nespresso recycling bag, that he puts all of his pods in and then next time he takes it back

6: You see...that is...I would do that, when I'm in there next time I will ask for it because I think it's fantastic, we don't do anything for the environment, so that's a great way to ,

because my son actually said to me “mama, what happens to the stuff,?” he collected the stuff in a box one time and I said to him, what are you doing to do with it? You know, you need to throw it away, next time I will ask for it, but they should...make bigger campaign around that I think..

R: Ya, if you go onto the Nespresso website, and you go to the Nespresso club it's there, but I think it's because there's a lot of writing on the thing,

6: So, that you don't really take note of it,

R: I think often people will just go straight to the machines, the coffee, or the cart for where to buy online, so that's a good point, to make it more...

6: User friendly, so people are more aware, I mean they should use that for advertising in their shops,

R: And then their sustainability, they're quite into the whole fair trade, ethical sourcing and stuff like that, and George Clooney is actually on the Nespresso sustainability board, he sits there, because he's also quite an activist, humanitarian and so is his wife,

6: Yes, that I know,

R: Um, so do you think him, alone, being an activist, as well as being part of the sustainability board is also another positive?

6: Absolutely, I think it just...it backs...the one backs the other, it's fantastic to have someone who follows those principles, I can't handle when they just have a face but you know the person is actually not living that, you know, he's not proof of what he stands for, but ya, I think it's great, I do think it adds to their campaign,

R: So, we spoke about the people in the adverts, so do you think that the adverts initially influenced you to buy the products?

6: I do, think so, yes absolutely...well it did my husband...*laughs*...so that's why he said “oh we should get a machine” you know, so the ads did...I mean I remember in the theatre, it is overseas, they make quite big thing over the Nespresso ads, and they're beautiful, and they have beautiful billboards, and I haven't seen so much, well I haven't been in a movie in a while – there aren't any ads in movies anymore?

R: There are, but I haven't seen Nespresso

6: Okay, so, we definitely did enjoy that, and um, they used to have on DSTV, I don't know if they have it anymore?

R: They do, but very seldom,

6: I do know that years back it was quite a big thing, the Nespresso ads, ya.

R: So, do you think they could rejuvenate it? Like bring it back again?

6: I think they should, I like good ads, like I can't handle these car dealers, or insurance, you know if want to depress me, show me that, you know – what you haven't saved for In your life, kind of ads, you know you're always feeling like, "oh my word".. so, I do think because its classical , it's funny to me, it's got a twist to it, its got a ... yes I think they should make more

M : And then, George Clooney specifically, a few of the people have said possibly getting a new face in? What do you think about that?

6: I don't know...I think coffee is such an old... coffee, through history, such a great drink, I just feel he's classical in his way , his demeanour, I think he fits the ads, I wouldn't say .. I don't know who you could replace him with, have people actually said who they think?

R: Uhm, someone joked and said Channing Tatum,

6: *laughs* , okay,

R: Possibly just to appeal to a younger group..

6: Oh, you see, that's the thing, how do you feel about him?

R: I think he's nice, just because my parents know who he is, and the movies he's been in, but I think many people a bit younger might not even know who he is,

6: Ya you see, that's the problem..

R: Or they see him as Amal Clooney's husband,

6: Yes, yes...ya I wonder, you're quite right, you see in our age group, he was a fantastic actor in all the movies he appeared in , but maybe a younger face could do the brand some good,

R: But also, possibly like the same type of person like Clooney,

6: Yes,

R: Like that classic look,

6: Yes, I really like that,

R: So then, linked again with the people, do you think using the popular people and well-known people helps consumers wants to be involved?

6: Yes, absolutely, because people identify with a face, with someone they've seen in a movie, it's almost like a role model... yes I do think it makes a huge difference than just having an average – somebody that is unknown, it can be a beautiful person you know, aesthetically beauty is appealing, but people can't necessarily identify, coz they identify with the character almost, right? They live themselves into this part, you know when I sit there in my very simple home, I kind of feel like it's a little bit of luxury, my cup of coffee, ya.

R: Okay, so then just a quick reflection, on everything we spoke about, is there anything you would like to add about Nespresso?

6: I...you know what...I just think it's a fantastic brand, and it's been there for so long, and it took off so well, and it was very nice for me when I came back here to see how popular it really is, and how these stores are popping up everywhere, I don't know how popular it really is, in our country, is it?

R: I don't think it's as popular as we think, I think it'd possibly in our group of people it's more popular, but in lower income groups it's not

6: It's just too, it's unaffordable, that's the sad part, but coffee is so expensive, the bottle of coffee is expensive,

R: Yes, the normal Nescafe Gold is, quite, like a 100 and something rand

6: Exactly, so who's gonna, I mean people can't afford that, so that's the sad thing, so I think in a more affluent, in those areas, it will do well, but for the average guys that needs to really turn his pennies it's not possible.

R: And then, anything you would like to add about George Clooney or people like him that are with brands like this?

6: Ya, to be honest, I think I can understand why a face change, or person could do the brand maybe a world of good, but then for people that are kind of used to buying, like I'm the person who will buy the same two brands every time I go, kind of venture, like XXX would buy and taste different thingies, like I know he would love to know, be very excited to taste these/test those,...I like it sometimes because change is good, but it also will maybe put people off, you know what I mean?

R: Yes,

6: Maybe I'm just really old, Margoux *laughs*

For my age, but then again there's a freshness... I like their stores, it's just simple, it's elegant, that's the word I was looking for, there's elegance to it, and I like that, and it's not over the top, and I think he fits that, you know, that whole description,

R: Okay, then that covers it.

So, I just want to check again, so you said loyalty there, would you say you're loyal to the brand or to George Clooney?

6: I think to the brand, but I think George Clooney has become the brand in a way, the face of Nespresso, so, he's definitely, he's done the brand very well, it would be interesting to know if that is what other people feel, or maybe it's just a handful of people that feel that way, but yes, I think, I'm very pro George Clooney, I like him, ya,

R: Okay...

6: And it's not like a teenage thing like I like this movie star... I like his ways, and I think he's been able to pull it through into the brand and into the type of roles he is able to fulfil and maybe ya.. and what he stands for as an activist and what have you...

R: okay, cool, thank you so much,

6: Thank you dear, thanks for asking me

Participant 6 – 6

Researcher – R

Names mentioned – XXX

R: Okay, so if don't mind, if you can please tick an age group. Okay, and then I'm going to show the machines we have here, and if you can please pick yours out of 1 to 10, or, the one that is closest to whichever you think, so it's these here, and those four.

6: So, what must I do? Pick a number?

R: Circle the number

6: Oh, circle the number, okay hold on, let me just have a look see, you mean the one most similar too, so that's obviously...

R: These are the newer ones..

6: Ya for sure, I mean they're constantly being upgraded, I'm going to take number 10, it looks most like mine, okay.

R: Okay, and then I will move onto the questions:

Okay wait, let me just first briefly introduce you to my topic, so , I'm exploring George Clooney as the face of Nespresso, and I'm looking at how consumers of Nespresso identify with George Clooney as an ambassador, and if they associate with him in a positive way, so at the end of my research, the results could either be positive or negative, so it could either be the George Clooney is brilliant and everyone loves him, or that he's useless and they must get rid of him,

6: As a brand ambassador now?

R: Ya, but my research is to see if there is an influence, not the nature of that influence, so at the end I could write a whole story about that they must stop using brand ambassadors, or I can write a whole new story about, yes, carry on using George Clooney, he's doing well...Okay, so the first discussion point I have is: how often do you purchase Nespresso products?

6: Um, very often, I'd say, probably about, 5-6 times

R: Okay, then how many boxes of pods do you usually buy at a time?

6: Well, that also depends, so for example, I'll buy those long strip boxes, it largely depends on what I feel like on that day, I'd buy a Preggio, and Kazaar, that's my favourite, so if I'm

buying something strong like that then probably two, *laughs*, but if its something lighter then maybe 3 or 4

R: And then when you're buying the strip of boxes, do you buy only for yourself or possibly having guests in mind, like for a dinner or ?

6: With guests in mind, because not everyone will have, not everyone likes the strong one, like Kazaar – Kazaar is definitely the strongest, um, so not everyone likes it, so I would buy something more subtle.

R: Okay, so then, when you said you buy often, do you buy as and when you need it, or do you buy just because,

6: I buy just because

R: Oh, I missed a question here, so ho many cups do you drink per week?

6: Definitely more than 5, per week hay? Ya, definitely.

R: Okay, so then the next discussion point:

In your opinion is Nespresso value for money?

6: That's a difficult question to answer, only because , how do you determine what value for money is? So, if I were to say, coz look, it is expensive, um, is it value for money? Um, probably yes, in my mind, because, If I were to...to go out to XXX for example, and have a Nespresso, I'm not just going to have a Nespresso, I'm going to have an Nespresso plus something like a scone or something.. so in terms of saving money, comparing it to going out, yes, its value for money, but if I'm just basing it on that Nespresso, um...it might not be.. but me for I think...logically it probably is, yes. It is value for money...*laughs*, sorry I just had to analyse it by myself

R: No that's fine, um so the cost price of a cup of Nespresso is R10 for one Nespresso, that you make at home, and if you were to go out it would cost about 20-25 rand to buy a cappuccino, so, based on that, the Nespresso would be less expensive, but then, like you said now, when you go out, its not just the cappuccino, you have, it's the cappuccino and and and...and someone else mentioned , that in order to get the same strength cappuccino in you Nespresso at home, you're going to need to double that pod..

6: Correct

R: Because when they make it at the restaurant they fill up that, you know the machine? They fill it with coffee, and you get a whole big cup, whereas with Nespresso, if you were to

put one little pod in a big cup, it wouldn't be same...so it does almost become the same price... so what do you think about that?

6: So as you were busy talking, I was thinking, when someone makes a cappuccino, um, I think, most of that cup is milk anyway, so...*laughs*... so for me it is .. you can't compare the two, I think its so watered down, so in my mind, if I were to order a cappuccino, I'm actually paying for the milk and not the caffeine/coffee component, so for me it would make sense to um, for me, I'd rather have the espresso, or the double espresso, so if you're worried about the quantity of coffee, but there's far less caffeine, far less coffee in a cappuccino because it is watered down with milk and foam and whatever else, whereas the Nespresso for me is more like more product, um, and its very rich, and I would prefer that.

R: So, are you aware of any Nespresso adverts?

6: On tv or what?

R: Ya,

6: Ya, well obviously the George Clooney one, and then the comedian one... what's his name Jack Black? Black jack? Who?

R:Jack Black?

6: Ya him, he's that funny guy hay?

R:yes, so I'm going to show you a few pictures here and if you can please just tell me if you can recognise them...

6: Who the people now?

R: No, if you recognise the adverts?

6: Okay, the first one I do, coz that's the funny one with Jack Black, where he's trying to like...make fun of George Clooney...the two below I have no idea...

R: So, this is from the same one, so in this one here, George Clooney is looking at a woman, the're making eye contact...

6: Oh...Yes, the Mafia's wife...yes

R: Yes, and they bring him in

6: Okay, the mafia's wife ya, and at the end ya... he was taken because they thought he wanted the wife but he actually wanted the coffee?

R: Yes...

6: Ah, I didn't know Danny De Vito was in it?! It's the first time I've seen Danny De Vito in any ad...

R: I think this is one of the most recent ones... So, what about these was entertaining to you? Or what did you like about them, if you liked them?

6: The adverts? So, only remember that one, you had to remind me about the others... the top one for me... it was just funny... because George Clooney's trying to be suave and sophisticated and sleek... and Jack Black comes in and he's a bit of a heffalump, and he's funny, and immediately I could associate with him because he's like more... relevant?

R: More normal?

6: Ya

R: Okay, um, so, this one you enjoyed the most then?

6: Ya...

R: Okay, um, so, was your opinion of Nespresso influenced by this advert at all?

6: No

R: Why not? Or why do you say, no it wasn't influenced?

6: Because um... I've been drinking Nespresso before that

R: Oh, okay... so then, if you were a new user to Nespresso, and you saw this ad, do you think this would influence you to then go and buy it?

6: It's a difficult question to answer because I have had Nespresso since before the ad, so I can't take that relation out of the equation... so if I were to think about it... I would probably say yes, because immediately, like I said, I can relate more to Jack Black then I would to George Clooney, so he's more normal, so I rate if someone is more normal it's like, well if that person drinks it, then it must be good, so let me try it... maybe... that's what I would think, if I hadn't been exposed to Nespresso before

R: Okay, then our last discussion point, so Nespresso likes being a modern and fresh brand, and one of the examples of how they do this is the Nespresso Club, so do you know about the Nespresso club?

6: I don't... but I do belong to the Nespresso group on facebook, *laughs*

R: Okay, so the Nespresso club is... so you should be part of it...

6: Oh, we had to give our cell phone number in? Oh yes...

R: Yes, so it automatically puts you in the club, but if you go online that's where you sign in, and you can order online, and when you go into the stores, they use your cell phone number to match your purchases, so you can go, give your number and they can tell you what you bought last time...

6: Correct...correct

R: So,

6: Sorry, I didn't know it was called an actual club, I just knew that if I go into the store and give my number...

R: So, it's actually called the Nespresso club

6: Oh, okay...

R: So, the next point...seeing as you are a consumer of Nespresso, do you find that it is a topic of conversation?

6: Yes, definitely, um, I think it's also just the general "water cooler" conversation you know? Like, what did you do this weekend? Were there any events that you went to? Have you tried out that new flavour of Nespresso? So ya, definitely I think so

R: Okay, then have you heard about the Nespresso sustainability and recycling?

6: No

R: So, firstly the sustainability; so, they have a Nespresso sustainability board type of thing, and that's where they ensure that they source is ethically sourced –

6: Is that, that ad that George Clooney did about the Costa Rica or Columbia coffee beans or something?

R: Yes, so he went there with them and they did this whole thing, so that people can see that the people who are farming the stuff, are being treated well, and that it's not just a mill

6: Ya, bad working conditions and stuff...

R: Ya, and George Clooney is an activist, and his wife, Amal, so, do you think that him being a known activist and humanitarian, coz he's also on the Nespresso board, so I think when he became the official face, in 2014 I think it was, he was also on the board as well...so do you think him being that, and then being on the board, is a good point for the consumers to relate to? So, like he's with the brand, he actually is a humanitarian, and he's on the sustainability board so it's even better?

6: Sorry, just explain to me, which board is he on?

R: The Nespresso Sustainability board,

6: So, not the Nescafe Board, coz I'm thinking that's like a conflict of interest isn't it?

R: Why would that be a conflict of interest?

6: Because that means, in my mind, you get shares? So, you're getting paid to do it anyways? So, is he getting paid to be a humanitarian...then surely, you're not doing it for the right reasons...

R: Well, I think because he is an activist, so he's on the board, so I don't know the exact details with him being the face of Nespresso, but he is on the board possibly as an activist, so as far I know you don't get paid...But do you think it is a positive point for consumers?

6: I would think so yes, because then... coz then, it's as if he believes in the product, as if he believes in the initiatives, he's an advocate for the cause

R: Okay...

6: You know, you have to sing your tune, you can't say one thing and do another... you know it makes sense that I would look up to that, or admire that in somebody if he does...promotes whatever it is...and if he's an advocate then yes

R: So, back to the people in the adverts... do you think they influence purchase decisions? So, having these relatable people, influence people about the brand?

6: For sure, for sure, for my, no doubt about it... I mean, Jack Black, he's young, he's hip and cool, so somebody even in your age group will be inclined to try it because he's doing it, somebody in my age group, okay well I'm nowhere near as old as George Clooney but, I would relate to him, so yeah I would buy it. Historically, I don't think coffee is a "cool" thing, immediately by putting a young, funny, hip person in it, as a youngster, I would be more inclined to try it.

R: So, it was mentioned, a few times actually, about maybe getting a new face in for Nespresso, because George Clooney, like you just said, might not be as relatable to a younger audience, so do you think bring in younger people, more relatable people is a good thing for the brand?

6: Oh ya, for sure. But you see, then it becomes difficult, because then you're going to have to find somebody who has, who's credible, ethics, moral, values...the lines often get blurred...you can't just bring any celebrity in...for example, somebody like Justin Bieber –

he won't do it for the brand, it would be a joke...if however, you were to bring in somebody like P!NK,, because she is a heavy activist, especially for the LGBTQ group, I'm telling you, it would just be incredible, because then you've got that whole community, the masses of people following her, just because of who she is. I think bring young people in like her, but definitely keep the guys like George Clooney because people, I think young men, aspire to be like him, or want to be like him when they're older, so...having the different ages or characters in the campaign, would draw in different audiences...

R: Okay, linked again with the people, do you think the make it easier for people to want to stay linked to Nespresso, so do you think by having these ambassadors, these famous people, people are more inclined to stay up to date with Nespresso because they want to stay up to date with the people?

6: I don't know, to be honest, I just have to say, I don't know when last, I actually saw a Nespresso ad on TV...

R: I think its been a while...

6: it has hay...I think that's part of the problem...so their campaign isn't continuous, it's intermittent, so I didn't even remember the full ad, you had to remind me, they're not top of mind, so I can't... no.

R: So, that's my official points done, I'd like to a bit of a reflection, so is there anything you would like to add about Nespresso in general, about how you feel about the brand, think about it?

6: I think, initially, what I thought about the brand was that it was for the elite, the super wealthy, I don't know why I thought that, I think one of the reasons was, the first store was in Sandton city, I felt out of place, because that meant I had to get into my car and go out of my town... that ... it was uncomfortable until I got into the store and realised it was normal people like me, who enjoy coffee. And then they started opening other stores like in Menlyn, so in terms, of what I think about the brand, the way they placed themselves in South Africa at that time – the strategy was not well thought through because it did exclude a lot of people, and then obviously later they realised that there was a greater market in South Africa, then they subsequently went to the different malls... but I think they lost a lot of people in the process. I think they can do more to promote the brand, I think they do very little... they're really not top of mind...

R: Do you think they have avoided needing adverts by making George Clooney the brand? Like with the Royal Wedding, when I saw George Clooney walking with Amal, I was thinking, Nespresso – as I watched it...

6: I was sitting at the hairdresser during the wedding, and the people were talking more about him than even the royal couple...and it's because...you're right, the associate him with that, it's almost as if Nespresso has made him a celebrity, and not him making Nespresso a celebrity... I mean, he's been an eligible bachelor for years, for years, and maybe that's also what it is... he's hooked on something, and its coffee...it's very interesting

R: Okay, then are there any points you'd like to add about George Clooney or any of the people they've used in the ads, or about using people in brand's advert?

6: Ya, you know what it is, it makes people relatable, firstly, like I said, I didn't know Danny De Vito was even in the ad, but what's interesting about it, they are super wealthy, super high-profile, and oh my word, they drink the Nespresso I drink at home, in Pretoria...that's cool!

R: Ya...that is actually... I didn't think about that, like the probably also buy Kazaar *laughs*
Is there anything you'd to add about what we've spoken about here?

6: No...I think I will be interested to see what the final outcome of your project is... of your research is...and then eventually to see what the other people said, to compare, you know because it's interesting because of our different ages and cultures, no...thanks for including me in your survey

R: Thank you as well!



August 3, 2018

Student name: Margaux Steenkamp

Student number: 14012573

Campus: Vega Pretoria



Re: Approval of Bachelor of Arts (Honours) in Strategic Brand Communication Proposal and Ethics Clearance



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



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

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

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

We wish you all the best with your research!

Yours sincerely

Amalia van Schalkwyk
Supervisor
Coordinator

Name:
Campus Postgraduate

Appendix 5 Originality Report

RESM8419_2018_HB1_VGPT1 - RESM8419_VGPT1

Activity 5.3.2:
Submitting your final
report

Margoux Steenkamp on Sun, Sep 16 2018,
9:11 PM

1% highest match

Submission ID: 6d8e36de-2ae4-4f28-bfb4-
b03ab8e9459c

Resm Check 2.docx

Word Count: 10,783 | 1%

Attachment ID: 228072182

Citations (6/6)

1

Another student's paper

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Another student's paper

98

Annexure 1 Final Research Report Summary

Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method (s)	Ethics	Anticipated Findings	References
The purpose of this research is to explore the influence that Brand Ambassadors have on how consumers resonate with brands, specifically with regards to the Nespresso brand and George Clooney as their Brand Ambassador.	What is the influence of brand ambassadors on the brand resonance of luxury brands?	In looking at how consumers feel about a specific Brand Ambassador, the researcher will be able to provide an answer as to whether the brand has chosen an ambassador that reflects positively on the brand and creates a bond with the consumers.	Patel, S. 2015. Baker, SE. Edwards, R. 2012 Nespresso SA.	Theme 1: Brand Resonance Theme 2: Luxury Brands Theme 3: Influence of brands ambassadors Theme 4: Nespresso Theme 5: George Clooney	Paradigm Interpretivism Axiology Study will add to all brands – can be used to explain the need of brand ambassadors for other brands.	Qualitative <i>Population:</i> Nespresso drinkers Accessible Nespresso drinkers Respondents in Lyttleton & Menlyn areas.	<i>Non-probability</i> Second research (online articles, Nespresso, webpage) In-depth Interviews	Keeping Interviews anonymous. Respect Respondents. Explain purpose of use. Ensuring anonymity. Behave professionally.	Positive results – people linking brands with famous people.	One-on-one interviews. Published articles. Opinion articles. Online Journals.
Research Problem	Secondary Questions/ Hypotheses/ Objectives	Key Concepts	Key Theories							
The aim of this research is to identify whether Nespresso's Brand Ambassador creates that bond with its consumers, and so influences the consumers to relate to the brand.	What influence do Brand Ambassadors have on brands, specifically as it relates to luxury brands? How do Nespresso consumers resonate with the brand? Does George Clooney influence how consumers resonate with Nespresso?	Brand Resonance, Luxury brands, Nespresso Brand Ambassadors, George Clooney	Anti-positivism interpretivism							
						Sampling	Data Analysis Method (s)	Limitations	Anticipated Contribution	
						non-probability Subjective verdict of the researcher Size 6 people	People Purposeful, snowball method s.	Availability of respondents. Exposure to the brand. Understanding of the research.	The study will contribute to the greater sphere of knowledge surrounding brands – i.e. will benefit other brands.	