



Purpose-driven branding in a country with economic turmoil:

An investigation into the impact of purpose-driven brands on brand choice in the
homecare category

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I hereby declare that the research report submitted for the **BCom Honours in Strategic Brand Management** degree to The Independent Institute of Education (The IIE) is my own work and has not previously been submitted to another University or Higher Education Institution for a postgraduate qualification.

ABSTRACT

The pressure for brands to be purpose driven has only been increased and accelerated by the COVID-19 pandemic but is this a possibility in a country facing economic turmoil, being unable to recover from the 2009 global recession. Purpose-led brands have experienced positive, rapid growth which these brands have been able to sustain but this growth has been experienced outside of South Africa, mostly in the west. This is due to a wave of new customers, made up of millennials and Gen Z, who are demanding brands to pioneer and spearhead brand citizenship through fair business practices and environmental sustainability.

To measure whether this phenomenon exists in South Africa, a quantitative, cross-sectional study was undertaken measuring the influence of brand purpose on purchasing and consumption decisions by income earning millennials in Johannesburg, South Africa. The researcher found that in a volatile economic landscape such as South Africa, price and value for money are the primary motivators behind their brand choice and this is over and above brand marketing and advertising activities. These findings illuminate that a regions economic state can add or detract from an individual's ability to act on their moral imperative.

Key words: Purpose-led, brand purpose, brand equity, sustainability, conscious consumerism

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INTRODUCTION

Contextualisation

According to Statistics South Africa (2022), after two years of the COVID-19 pandemic, the South African economy grew by 1,9% in the first quarter of 2022. Although this is good news, South Africa is still categorically within its third recession since the end of the apartheid era. Sibeko (2021) expands on this, stating that South Africa's economic growth has been in a downward trend since 2010 and growth averaged 1,7% between 2011 and 2018. This context makes South Africa a complex and volatile along with uncertainty and ambiguity making it the unique setting for businesses and brands to tackle and grow. Burton, Sarda and Ismail (2018) expand on the South African setting and states that understanding South Africa's diverse customers and their dynamic context is essential to the success of any brand. The trio state that customers purchase brands and not products and therefore it is imperative for brands to explore and understand their background, perspective on life, priorities, and behaviour before they can grow their brands and build brand equity (Burton et al., 2018).

Customers have become more mindful of the brands they spend their money and time with. Fox (2019) defines this shift as conscious consumerism and states that it is the amalgamation of capitalism and the global human consciousness movement underpinned by the convergence of the biological, digital, and physical dimensions. Kotler and Kartajaya (2018) suggest values-driven marketing as a business and marketing shift that adequately responses to the shift in consumer behaviour. Values-driven marketing responses to this by shift by treating consumers as whole human beings who play an active role in the value creation process rather than mere pockets of profit, characterised by consumers requiring more participation in value creation where they're deepest desires and anxieties are not only be identified but fulfilled thus creating a relationship between the brand and the customer (Kotler & Kartajaya, 2018). One way for brands to establish this relationship is by having a purpose that inspires and engenders respect and such a purpose creates a bond with the consumer beyond functional benefits (Aaker, 2019).

Mashishi (2022) describes brand purpose as a powerful commercial force and Kopervas (2019) builds upon this and stating that brand purpose is "broad and long lasting" because purpose-led brands integrate human values and beliefs into the very

core of their business. A pioneer of brand purpose Reiman (2013) borrows from Aristotle's axiom "where your unique talents and the needs of the world intersect, therein lies your vocation" to define purpose as where the talents and capabilities of a business and the needs of the world intersect is where the essence of a business lies. Purpose-led brands are often recognised and hailed for doing business better than those operating without a social philosophy (Mashishi, 2022).

Rationale

Leiser (2018) declares that brand positioning around an emotional or functional benefit no longer suffices and that it is a brand's purpose that allows it to become and remain relevant. A purpose-led brand can always answer these two questions: 1. What do we believe? and 2. Why do we exist? (Leiser, 2018). Fox (2019) claims that consumers need brands to show up in their lives and what they believe in, in a meaningful way beyond the products and services they offer. With so much emphasis placed on leading with purpose and human values, brands have changed their entire systems and sometimes business models to authentically lead with purpose, but does this translate to consumers choosing these brands when faced with tough economic conditions? Mashishi (2022) states that being purpose-led differs in developing economies with very little literature exploring this in developing economies. One reason for this; is that developing countries are often the main beneficiaries of global brands' purpose initiatives because they are at the root of the ethical and environmental sourcing and production issues that brands seek to fix (Mashishi, 2022).

Interestingly, Mashishi (2022) declares that a brand's purpose does not influence mass-market purchase decisions as much as price and utility does in developing economies with this trend most commonly experienced in fast moving consumer goods such as homecare products. The author goes onto to state that brand purpose rarely tackles systematic change and is merely a marketing tactic that is characterised by a percentage of revenue being donated to social initiatives and charities whereas in developed economies purpose-led efforts are focused on ethical sourcing and climate risk (Mashishi, 2022). It is clear that brand purpose is an ever-present global commercial force with many brands making it an imperative to have their purpose fully integrated into their business operations and communicated to their

customers ultimately setting them apart from their competitors and having their brand being the ultimate choice (Mashishi, 2022).

According to Ross (2021) all consumer products and services are governed by the economic laws of supply and demand and therefore they all demonstrate price elasticity of demand. There are a variety of elements that determine a consumer product price elasticity of demand such as the product or service being essential or non-essential, the availability of suitable substitutes and the effect of marketing and a brand name (Ross, 2021). Non-essential products and services demonstrate high price elasticity of demand while essential products and services are considered staples and therefore demonstrate low price elasticity of demand (Ross, 2021). Homecare products are considered essential demonstrating low elasticity of demand making it a suitable category for this study to investigate the effects of brand purpose on brand choice.

Purpose Statement

Therefore, this research serves to investigate whether homecare brand managers and leaders should in fact invest in developing their brand purpose in South Africa's current economic landscape and whether brand purpose in developing economies should follow the current trend, donating a portion of revenue to charitable initiatives.

South African homecare brand builders need to know whether the investment made in the development and communication of their brand purpose will ultimately deliver greater business performance and brand equity.

Problem Statement

According to Trading Economics (s.a.) South Africa was once hailed as Africa's strongest economy until 2014 when it was overtaken and eclipsed by Nigeria and Egypt. The South African economy never fully recovered from the 2009 global recession which is characterised by the economy's downward growth trend which only averaged 1.7% between 2011 and 2018 (Sibeko, 2021), this along with the Covid-19 pandemic which has caused severe economic strain on South Africa citizens thus,

altering their shopping patterns and behaviours. A study by Sierra, Iglesias, Markovic and Singh (2015) explores the impact of ethical brand image on brand equity for corporate brands in developed economies and does not seek to understand nor explore the dynamics surrounding the drivers of brand choice in developing countries around the world with a focus on exploring the drivers of brand choice in the South African socioeconomic landscape.

The lack of literature surrounding brand choice in South Africa suggests that the relationship between brand purpose and brand choice is relatively unknown, making this study necessary and relevant for South African brand builders and managers. The purpose of the proposed study is to investigate whether a relationship between purpose-driven brands and brand choice exists in a country with slow economic growth thus serving as a guide for South African brand leaders and managers when brand building.

Research Goal

To explore and better understand the influence of brand purpose on customer purchase decisions pertaining to homecare category.

Primary research question

Is brand purpose a key driver of brand choice in South Africa?

Secondary research questions

1. What are the drivers of brand choice for South African consumers?
2. What does it mean to be a purpose-driven brand in South Africa?
3. Do brands that are not purpose-driven experience less success?

Hypotheses

Primary hypothesis: Brand purpose is not a key driver of brand choice because customers consider price, quality, and value over purpose.

Secondary Hypothesis:

- Purpose-driven brands are more likely to be chosen by consumers due to their need for brands to play more meaningful roles in the lives of their consumers.
- Purpose-driven brands are less likely to be chosen by consumers because brand purpose is not a key driver of brand choice.

Variables:

- Independent variable: purpose-driven brands/branding
- Dependent: brand choice/consumer preference

LITERATURE REVIEW

Key Concepts

1. Brand purpose
2. Consumer choice influencers
3. Customer value equation
4. Values-driven marketing
5. Brand equity
6. Conscious consumerism

Conceptualisation and Operationalisation

Brand purpose:

Sinek (2009) has famously framed purpose as “the why.” The why is the primary force that propels businesses and are founded on human values. Reiman (2013) borrows from Aristotle’s axiom “where your unique talents and the needs of the world intersect, therein lies your vocation” to define purpose as where the talents and capabilities of a business and the needs of the world intersect is where the essence of a business lies. This is not to be confused with a brand’s mission which details what it does instead of why it does it (Martin, 2021) Brands such as Apple, Nike, Patagonia, and Disney have been celebrated for being purpose-driven which is externally experienced by consumers through their products and marketing. It’s pertinent for this study that we understand how brand purpose to ascertain whether it is a key driver of brand choice.

Operationalisation:

It’s pertinent for this study to understand how brand purpose to ascertain whether it is a key driver of brand choice, since brand purpose is this study's independent variable, brand purpose in this context is the essence of the brand, beyond product benefits, explicitly communicated to customers in the homecare category, that sets it apart from competitors.

Consumer choice influencers:

Multiple factors influence the choices consumers make and these can be internal and external. This study differentiates between internal factors as psychological, demographic, cultural and social (Growth business, 2018). Whereas external factors are marketing and branding, media, and socioeconomic landscape.

Operationalisation:

Since consumer choice is the dependent variable of this study, it will use consumer choice influencers as both internal and external factors. These factors are in context to making homecare category purchases. These purchases are often determined by need, available income and time thus consumer choice influencers will differ depending on the determinants of a purchase.

Customer value equation:

When customers decide to purchase a product, they mentally weigh its monetary value against the benefits of that product. Fontanella (2021) Defines customer values as the measurement of a product's worth comparing it to the closet alternatives. This has come to be expressed as an equation: $CV = \text{perceived customer benefits} - \text{total customer costs}$ (Fontanella, 2021). There are several factors that are considered regarding customer perceived benefits such as personal benefits, actual product benefits and image benefits (Fontanella, 2021).

Total customer costs cover monetary, psychological, energy and time costs (Fontanella, 2021) Uncovering and understanding what customers value is necessary for this study to determine what South African consumer's weigh when making purchasing decisions.

Values-driven marketing:

The term 'values-driven marketing' was first coined by Kotler and Kartajaya (2007). The pair frame this evolution on marketing in contrast to the different stages of the industrial revolution as Marketing 3.0. Values-driven marketing is human centric rather than the customer centric, Marketing 2.0, where consumers are seen as whole human beings who are active, anxious, and creative (Kotler and Kartajaya, 2007).

Consumers require brands to address their anxieties and desires thus playing an active role in the value creation process (Kotler and Kartajaya, 2007). Values-driven marketing leverages the heart and emotions of customers by creating emotionally charged marketing. Purpose-driven brands have leveraged emotionally charged marketing to communicate their purpose and is an important element of this study to determine whether values-based marketing sways South African consumers when choosing brands.

Brand equity:

Brand managers are tasked with growing the values of their brands or brand equity and they use marketing principles to achieve this. These principles are known as the marketing mix or colloquially 'The four P's' which are product, price, place and promotion (Twin, 2022).

A brand's purpose must be evident in its marketing activities since this is primarily consumer facing therefore making it vital for building brand equity. Brand equity is the value a business generates of a product or service with a recognisable name when compared to a generic equivalent (Hayes, 2021).

Through marketing campaigns brand managers can create brand equity by making their products memorable and easily recognisable. Brand equity is vital to this study as it will be used to measure whether purpose-driven brands are more valuable than brands that are not purpose-driven since there is a direct correlation between consumer choice and consumer-based brand equity.

Operationalisation:

Brand equity is the end result of all a brand's efforts and thus for this study, it will measure against current brand valuations and this study's outcomes to determine whether there truly is a correlation between brand purpose and brand choice.

Conscious consumerism:

Like with the industrial revolution, consumers have changed what and how they consume the products and services they choose. And these changes have been prompted by the technological advances made with each revolution. Conscious

consumerism is described as lifestyle choices that consider that an individual's consumption choices have larger environmental and societal consequences (Bernard and Parker, 2021).

Conscious consumerism demonstrates how consumer power is being used to transform society. As such consumers voice their values and beliefs by engaging and purchasing from brands who are socially responsible therefore making brand purpose a pre-requisite for consumers (Bernard and Parker, 2021). The rise of conscious consumerism therefore becomes a key concept for this study as it frames the lifestyle choices consumers make which determine the brands they chose to purchase from.

Theoretical Foundation

Grant and Osanloo (2014) define a theoretical framework as the 'blueprint' that guides a research study providing a deeper understanding of a phenomenon. It uses an existing theory as the foundation and structure upon which a study based and built. Bezuidenhout (2014) builds upon this by describing theory as a "systematic (logical, or step by step) description of the concepts, constructs and relationships of specific processes or phenomena in a given discipline." More plainly, a theory is a set of principles, which in relation to one another, are used to explain why a research problem exists. This study will use two theories: Keller's customer-based brand equity model and the theory of reasoned action, a consumer behaviour theory.

Keller's brand equity model was developed in 1993, setting out the necessary principles and steps for building a powerful brand. According to Keller (2001) developing strong brands requires shaping how customers think and feel about a product, achievable through appropriate brand experiences. Keller (1993) built out four steps involved in building strong brands, derived from questions customers would ask themselves when engaging with a brand. The first step is to create brand identity, creating awareness and association of a brand's products concerning customer needs (Keller, 2001). The second is establishing what the brand means to customers by linking the brand to tangible and intangible associations (Keller, 2001). The third is concerned with evoking positive responses from customers when they think about the brand and what it means (Keller, 2001). The fourth step involves transforming the positive response into an intense and actively loyal relationship between the brand

and its customers (Keller, 2001). These steps are also known as a brand ladder because brand builders cannot move onto establishing brand meaning unless the identity has been created. The same goes for eliciting the right responses and forging a relationship between the brand and customer. (Keller, 2001)

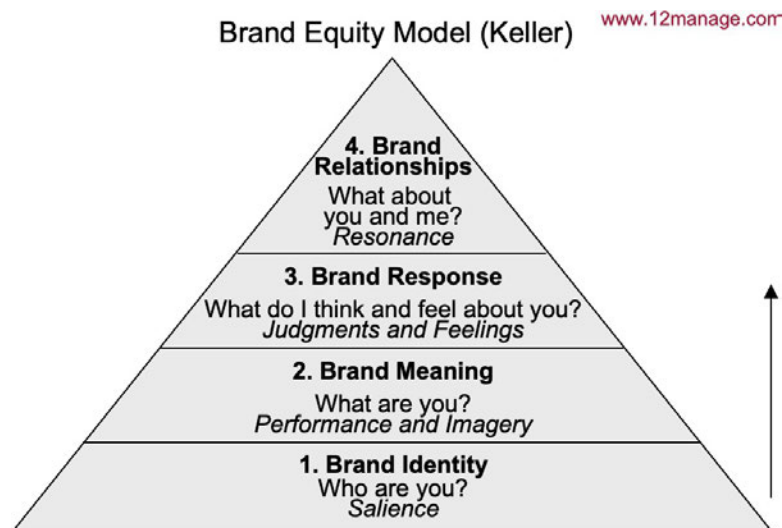


Figure 1: Keller's Brand Equity Model [Source: 12Manage.com]

The use of a triangular shape demonstrates that defining a brand's identity is the most important step since it acts as the foundation upon which a brand-customer relationship is built. Keller's brand equity model provides the appropriate theoretical skeleton for the study it aims to establish whether being purpose-led, which makes up the second tier of the model, will evoke positive responses from customers ultimately creating loyal brand-customer relationships.

Liberato (2020) defines that consumer theory as the study of how and why people to spend their money based on their preferences and budget. There are several consumer behaviour theories however the theory of reasoned action is most suitable for this study. Developed by Ajzen and Fishbein (1975), the theory assumes that customer behaviour is influenced and determined by external marketing, pre-existing customer attitudes and beliefs and the intent of a purchase.

According to the theory, a customer will act on certain patterns and behaviours that they believe will create a particular outcome, familiar or otherwise (Ajzen and Fishbein, 1975). This theory is suitable for the study because it takes into consideration the influence of internal attitudes and beliefs along with external marketing communication

on customer behaviour and choice which purpose-led brand leverage in order to create and influence an intense brand-customer relationship.

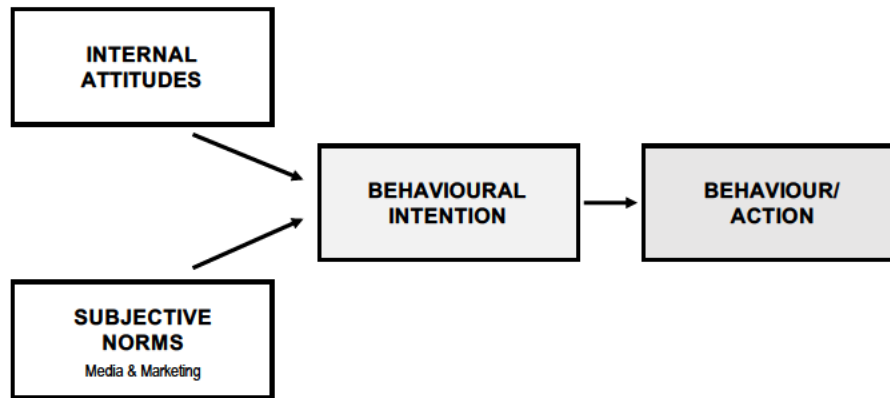


Figure 2: Theory of Reasoned Action [Source: Fishbein and Azjen (1975)]

Previous Literature

Brand:

Brands and branding have become a business tool that helps businesses differentiate themselves in market and achieve a competitive advantage (Grant, 2020). Keller's customer-based brand equity model specifically measures the effect brand and reputation have on product performance. Datta, Ailawadi and Heerde (2017) state that brand equity is "the differential preference and response to marketing effort that a product obtains because of its brand identification." Brand names and reputation have an impact on how consumers assess a product (Lowengart, 2017).

Most studies measure the effectiveness of brand against consumer choice, preference and product perception but one study by Lowengart (2017) investigates consumer brand choice based on sensory factors. And the study found that brand does in fact impact sensory-based factors during the consumer choice process, where more reputable brands have a positive impact on the prominence of these sensory-based factors. We commonly see such positive correlation in alcohol and food industries since many of the brands are built of an intrinsic, sensory-based attribute of the products they sell i.e., Steers' unique selling point "100% flamed grilled beef. It just tastes better."

There are other studies focus on investigating which elements of brand have the most positive impact consumer choice. A study conducted by Ogbuji, Anyanwu and Onah (2016) found that brands need to focus on their brand name and product packaging with the integration of brand symbolism as the most effective brand elements that result in consumer choice. This contrasts contemporary literature which argues that brands need to communicate their reason for existence as a key driver of brand choice. Which can be contributed to the meaning and associations consumers individually make with brands from past experiences through the lens of the 4Ps; the product and its quality, where and why the products are placed, what is known about them through promotion and how the products are priced. The current study will seek to discover whether these elements are still vital to brand choice more especially in regards to rise of conscious consumerism.

Brand experience:

The very top of the Keller's brand equity model is concerned with consumer-brand relationships with intention of achieving loyalty. The three preceding tiers make up the experiences a consumer has with the brand which have the potential of building loyal consumer-brand relationships. There are multiple elements that make up the brand experience spanning from brand ethics, heritage, image recognition, love, customer satisfaction and loyalty. One study by Çakiroglu, Önder and Eren (2020) looks at brand experience through 5 dimensions being sensory, emotional, intellectual, behavioural, and relational which corresponds with the internal elements of our chosen consumer choice theory which was developed by Ajzen and Fishbein. Thus, understanding how consumers experience brands is critical in how consumers choose which brands and products to engage with. Other studies look at brand engagement as a measure of brand experience and subsequently brand love which another dimension that needs to be considered. However, brand engagement and brand love do not equate to actual purchases thus allowing us to reason that customer-based brand equity can be built and measured based purely on consumer attitudes and purchase intentions this though does not result in greater business performance.

Another study contemplates whether brands values and ethics effect how consumers experience a brand. This study by Iglesias, Markovic, Singh and Sierra (2017) provide insight into how being purpose-driven translates into brand choice for the current

study. The study looks at the role corporate brands play and argues that they are more relevant than their sub-brands in how services are set, and the type of services offered.

Brand authenticity:

The wake of conscious consumerism requires brands to be led by human anchored values. This requirement has led to inauthentic brand marketing and advertising which is easily detectable by consumers. When brands can match their messaging, purpose and values with conscious social corporate practices, they engage in authentic branding which creates potential social change and larger gains in brand equity (Vredenburg, Kapitan, Spry and Kemper, 2020). In their study the researchers sought to uncover the effects of brand activism on brand equity and social-political change. However, other studies have been focused purely on the marketing effects of brand authenticity. In their research study, Dwivedi and McDonald (2018) state the strategic imperative of brand authenticity. Their study focuses on the effect of consumer perceptions of brand marketing communications on brand authenticity of fast-moving consumer goods and found that there is in fact a strong correlation between the positive effects of brand marketing on brand authenticity. These findings demonstrate how brand marketing influences how authentically consumers experience a brand as opposed to brands who do not utilise brand marketing communication.

There is over 25 years of research on brand authenticity, and it is now considered a core-asset of popular marketing. There exists a direct correlation between values-driven marketing, brand authenticity and elements that make up brand equity such as brand trust, brand loyalty, perceived quality and cultural iconicity (Södergren, 2021). Brand authenticity delivers on the objectives of brand purpose, it increases consumer attitudes towards purpose-driven brands (Södergren, 2021).

Marketing:

The marketing function of any business is vital to generate revenue and grow the business. Thus, it's clear that a relationship exists between business growth and marketing efforts. Two studies were done in different emerging markets; Brazil and Ghana which measured marketing effectiveness against brand equity within different industries and market dynamics. The researchers in Brazil; Rothschild, Ladeira, Mello, Amorim and Larocca (2019) thoroughly investigate the impact of advertising perceptions; effort and attitudes has on the perceptions of soft drinks. The market non-

alcoholic beverage market in Brazil grew substantially between 2010 and 2015 where production increased from 30 to 36 billion litres this translated to market growth from 51,6% to 53% in the same period of time. The study looked at different regions of the country and found different consumption patterns with consumers in the Northeast region of Brazil holding 20.2% of the non-alcoholic beverage market share while regions rank lowest regarding the consumption of non-alcoholic beverages. (Rothschuh, Ladeira, Mello, Amorim and Larocca, 2019).

The study found that there was a significantly positive correlation between advertising and brand awareness and association. However, the study also found that consumers who were exposed to higher quality and frequency of advertising and those who were not still experienced the same levels of brand awareness and association. This may be attributed to the fact that consumers declared that the of the brands they consume, they frequently consumed brands that have in the market for long periods of time. Since brand purpose is communicated and marketed to consumers, these results support the study's primary hypothesis which declares that brand purpose is not a key driver of brand choice rather it is long-term advertising and exposure that results in consumption.

The second study focused on marketing effectiveness on brand equity and business performance for micro-financing institutions in Ghana. Anabila (2020) study focused on B2B marketing communications in contrast to the Brazilian study however the finding was very similar. This study further sustained that marketing and advertising do in fact have a positive impact on brand equity and business performance. Micro financing institutions have become the driving force behind SME's which are often consider the backbone of emerging markets and this is evidence with the growth of Ghana's financial services sector and poverty alleviation (Anabila, 2020). These studies and several others investigate the context such as channel, frequency and quality of the marketing and advertising efforts of a brand but fail to uncover and unpack the type of messaging is being communicated that resulted in positive brand equity and performance. The lack of knowledge surrounding what kind of messaging in marketing and advertising is effective presents a gap that is worth exploring, which can help brand builders and managers better connect with consumers and build positive associations with their brands.

To conclude this literature review, it's vital to understand the entirety of the literature and consider the validity of the information at hand. Throughout the literature it became clear that brands and branding principles influence consumer attitudes, choices and their purchasing intents. The literature also made it evident that marketing a brand's purpose is essential to influence the consumer choices however the demographic factors of the population weren't fully taken into consideration more especially in developed markets and many of the studies focused on the intent to purchase over actual purchases and uncovering brand equity elements beyond monetary value. The literature also failed to fully articulate the scope of brand choice drivers rather focusing on the outcomes of said brand choice. The gaps found in the literature scope out factors that this study can further investigate in order to substantiate whether brand purpose is necessary in the South Africa's socioeconomic context.

RESEARCH METHODOLOGY

The research methodology concept will be thoroughly explored. The chapter will include multiple sections including research paradigm, research approach, research design, population and sampling, data collection methods, data analysis methods and limitations and delimitations of the research study on hand.

How the researcher collects this information is referred to as the methodology, be it interviews, questionnaires, surveys, publications research, and a host of other methods and research practices which could be both present and historical data.

Paradigm

The intention of undergoing any research is the generation of new knowledge, and a paradigm dictates how this new knowledge is to be generated as a means to gain a better understanding of the world. Bryman (2012:630 cited in du Plooy-Cilliers, 2014:19) describes a paradigm as 'a cluster of beliefs and dictates which scientists in a particular discipline influence what should be studied, how research should be done, and how results should be interpreted.' Maree (2016) provides a simple and straightforward explanation, stating that a paradigm is a grouping of ideologies about basic aspects of reality that shape and give rise to a particular worldview. There are three main research paradigms being positivism, interpretivism and critical realism.

This study makes use of the positivism paradigm, an approach most commonly used in the natural sciences, which is characterised by the use of rational and objective reasoning that can only be justified through direct examination (du Plooy-Cillier, 2014). The main objective of positivism is to generate non-subjective knowledge that is free of personal biases and universal thus being absolutely certain. Since the aim of this research study is to investigate whether a relationship exists between brands being purpose driven and brand choice in South Africa's socio-economic landscape with specific reference to homecare brands. The positivist approach serves as the perfect approach to gain an understanding of the relationship between brand purpose and brand choice without personal values and biases tainting the research findings.

The epistemological view of this study is to investigate whether a causal relationship between brand purpose and homecare brand choice so that brand builders know what

to invest in. The ontology of this study is the belief that there are laws that govern our reality which we can observe. This study observes the laws that govern how customers choose their brands while the study's axiology is the belief that although nuances exist, these still live and abide by the laws that govern our reality, therefore I believe that bias-free observations reflect our truest reality.

Research approach

According to Kirshenblatt-Gimblett (2006) the purpose of a research approach is to ensure that the results obtained from a proposed study enables a researcher to address their identified research problem as clearly successfully and effectively and explicitly as possible. McCombes and Bhandari (2022) defines research design as a strategy to answering a research question using verifiable data. A study's research approach is linked to a study's paradigm and the phenomenon being studied (du Plooy-Cillier, 2014). There are various research approaches such as case study designs, causal designs, cohort designs, cross sectional, and descriptive designs among a plethora of others (Kirshenblatt-Gimblett 2006).

The nature of the study is explanatory. According to George and Merkus (2022) explanatory research investigates why a phenomenon occurs when there is limited information available pertaining to it. Explanatory research therefore provides a deeper level of understanding of a phenomenon and aids in determining why it occurs (George and Merkus, 2022). The proposed study aims to investigate and explain the occurrence of a causal relationship between brand purpose and homecare brand choice.

This study makes use of cross-sectional research design through a quantitative approach. A cross sectional research design is unique due to the data collection method (Thomas, 2022). Thomas (2022), states that studies that make use of a cross sectional research design collect data from many different individuals at one particular point in time where the researcher only observes variables without influencing them in any way. A common example of cross sectional is national census. Since this study's paradigm is positivist, and its epistemology is to determine a causal relationship between brand purpose and homecare brand choice, a cross sectional, quantitative research design is appropriate because it will allow the researcher to observe the

existence of a causal when observing South Africans with different income levels and brand preferences at a point in time where the South African economy is struggling to recover without the researcher's own biases tainting the results.

The study aims to determine the significance of brand purpose in the context of developing economies with poor economic performance, the study will make use of deductive reasoning. Streefkerk (2022) identifies two types of reasoning within research being inductive and deductive. Inductive reasoning is concerned with developing an observable phenomenon whereas deductive reasoning aims to test an existing observed phenomenon. (Streefkerk, 2022).

Population and sampling

A population is the total number of individuals from whom information is required (Pascoe, 2015). The individuals from whom information was required for this study was Johannesburg-based millennials. The population was then segmented into the target and accessible population based on given population principles. The study's target population was Johannesburg-based millennials; further segmented to form the accessible population based on the following population's principles:

- Millennial
- Resides in Johannesburg North, West, South and East

Non-probability sampling was the preferred sampling method for this research study as it eliminates human bias since human bias could result in the researcher selecting a sample that does not accurately represent the intended population (Pascoe, 2015). In addition, snowball and convenience sampling was used to reach a sample size of 43 respondents based in the following characteristics:

- Is between the ages 26 and 41
- Uses a phone with internet access
- Is active on WhatsApp and Facebook
- Is primarily responsible for grocery shopping

The use of snowballing and convenience sampling helped the researcher get an accurate snapshot of the population since this study is cross sectional in design. This

sampling strategy ensured that the questionnaire reach respondents of different walks of life therefore being void of misrepresentation and information bias.

Data collection

Since the study was a quantitative one, a questionnaire survey was created and distributed online; through Google Forms, WhatsApp and Facebook and was available for a total of three weeks, from the 24th of July to the 9th of August, running throughout the day. The Google Forms platform is widely used to create online questionnaire surveys and allows for a variety of question formats ranging from short questions, paragraphs, verification boxes, multiple choice, and Likert scales among others. It was decided that a digital questionnaire was the most appropriate for the study's chosen population since millennials lead in their adoption of technology and their prioritisation of convenience (Vogels, 2019).

Before the survey was sent out, the IIE Vega School research ethics committee asked the researcher to alter the survey, removing the ethnicity question. The survey only allowed respondents to take the survey once with no time limit set to the survey. However, the researcher aimed to have 30+ respondents at the end of the three-week period with no changes made to the survey at any point during the data collection period. The use of a questionnaire survey was ideal for creating an overarching, generalised image by providing a perspective of the factors that influence brand choice and purpose in the present (du Plooy-Cilliers and Cronje 2014). In addition, the questionnaire survey was able to provide insight into respondents' attitudes towards brand choice and purpose in correlation to their demographics such as gender, location, and income levels.

The survey was also designed to remove respondents that did not reside in Johannesburg, who are not millennials, and are not responsible for grocery shopping in their households therefore the online survey rendered 43 responses during 17 days of being active. The survey questionnaire consisted of 28, close-ended questions which investigated the relationship between brand choice and brand purpose through a combination of multiple-choice questions and Likert scales. The questionnaire survey was designed to test the study's primary and secondary hypotheses although the questions did not directly test this. This collection strategy was able to gauge what

is important to millennials when shopping for homecare products and whether this affected their brand choice.

Data analysis method

As a quantitative study, descriptive statistics were used to produce empirical proof. According to Khan (2014) in the case of a quantitative study, statistics are required to support and extrapolate its findings. The Google Forms platform allows for the data to be collected and automatically analyses each question and assimilates it, displaying the data in different chart types in addition to extracting the raw data in a tabular excel format.

The extracted raw data was then further analysed to identify whether a relationship between the dependent variable; brand choice and independent variables; brand purpose exists using IBM SPSS programme instead of the intended Knime Analytics Platform. IIE Vega navigator, Dr Tish Taylor, assisted the researcher in accessing and using the IBM SPSS programme and helped in providing insight to the results the researcher received from the questionnaire survey. The data from the Google Forms tabulated data sets was further decoded with different questions being cross tabulated against each other.

Validity and Trustworthiness

The researcher ensured that all data collected is reliable and valid through means ensuring that the sample size was large and diverse enough that it reflected that the views of the majority, millennials in Johannesburg and the factors that influence their purchase and consumption choices regarding homecare products and not merely conveniently selected group. The data collection method made use of short ended and Likert scale questions to measure the strength of the responses. The use of paragraph questions was not used as the study focused on a positivist paradigm; the use of paragraph question would thus be irrelevant as we do not seek to understand the qualitative aspect of the study.

FINDINGS AND INTERPRETATION

This section of the report revealed whether brand purpose influences brand choice in homecare products for millennials based in Johannesburg. The data results are interpreted and presented through visual graphs, charts, and tables. Refer to annexure xxx for the google forms data.

Presentation of findings

Demographics

A total of 43 respondents completed the questionnaire survey, of which 84% were female while 16% were male. Additionally, respondents were given the option of not preferring to state their sex, however, 0% of the respondents selected this option. 54% are aged between 26 and 30, categorising majority of the sample as younger millennials. 30% of the respondents are aged between 36 and 41 which gave the study a diverse range of responses and data.

Demographics		Percentage
Gender	Female	83,7%
	Male	16,3%
Age	26 - 30	53,5%
	31 - 35	16,3%
	36 - 41	30,2%

Table 1: Demographics of 43 respondents

Earning an income was also very important in this study and 93% of respondents earning an income from varied income sources. 93% of respondents earn a salary or wage, 2% earn an income in the form of social grants and 9% earn an income from their spouses. When asked, 54% of respondents earn more than R15 000 per month. Followed by respondents who earn between R10 001 and R15 000 per month at 21% with respondents who earn between R5001 and R10 000 making up 14% of the respondents. More than 60% of the respondents reside in Johannesburg North and West which means the samples high earners reside in these areas.

		Percentage
Source of income	Salary/Wage	93%
	Social grant	2,3%
	Family/ Spouse	9,3%
Income range	> R1000	2,3%
	R1001 – R5000	9,3%
	R5001 – R10000	14%
	R10001 – R15000	20,9%
	< R15001	53,5%

Table 2: Source of income and income range

Shopping patterns

74% of the study's respondents shop for homecare products at least once a month while 81% of the study's total respondents are primarily responsible for grocery shopping in their homes. An overwhelming majority of respondents, 86%, do their grocery shopping at supermarkets whereas 21% of respondent also do their grocery shopping at cash and carry markets. We can deduct from these results that respondents do their grocery shopping at a combination of these store types. 58% of respondents use catalogues or broadsheets to make decisions when it comes to doing their grocery shopping with 72% of respondents doing their grocery shopping according to supermarket sales and promotions.

Grocery shopping frequency

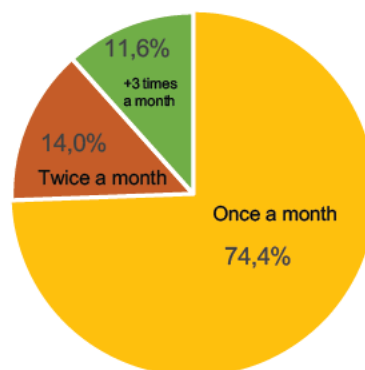


Figure 1: Grocery shopping frequency

Attitudes towards sustainability

54% of respondents claim that climate and social change are important to them while 19% don't have an opinion, negative or positive, on the matters of climate and social change. However 77% of respondents think it's important for brands to have a stance on climate and social change. Of the total number of respondents 54% claim that a brand's stance on climate and social issues influences their choice in brand. 44% of respondents also think it's important for brands to make a social change while 14% claim they don't mind whether a brand makes a social impact but 21% of respondents did not have an opinion on the matter as well. 58% of respondents think it's important for brands to lead with purpose.

Brand choice

When it comes to the dishwashing category 72% of respondents buy Sunlight dishwashing liquid. And 70% of respondents choosing Domestos to clean their bathrooms. In the laundry category, over 30% use Sunlight washing powder followed by 16% who use Ariel washing powder, 14% who use MAC and 12% who use OMO. The survey questionnaire also inquired as to which multipurpose homecare brand respondents buy and only two brands are preferred with 67% claiming they purchase Handy Andy and 12% purchasing JIK. When asked why they chose the brands that they did, 54% said quality is the main reason for their brand choice while only 2% claim marketing and advertising is their reason for brand choice and none of the respondents chose brand purpose and the reason behind their choice of brand. 47% of respondents have not changed their preferred homecare brand with 35% having changed their homecare brand, in any category, on the basis of price and quality.

Unilever brands advertisement

The respondents were asked to view a short Unilever film which highlighted and demonstrated its different brands and their brand purpose. After viewing the advertisement, 81% of respondents said it's important for brands to be purpose-led however only 65% of respondents said that they would be inclined to purchase more Unilever homecare brand.

Interpretation of findings

Since the survey questionnaire did not directly test the study's hypotheses, the researcher used the respondent's source of income as the basis of the cross tabulation across different survey questionnaire questions. Keeping in mind that the vast majority of the study's respondents, 54% to be exact, earn more than R15 000. The Southern Africa Labour and Development Research Unit (2019) developed a tool that compares South Africa's income levels and calculates the level of inequality in the country and according to the unit South Africans earning more than R7313 make up the top 10% of South Africa and South Africans who earn more than R15 000 per month make up the top 3% of the country. Therefore, it is imperative to keep in mind that majority of the this study's respondents cannot be used as an accurate representation of South Africa but rather the responses are a representation of South Africa's top earners not taking into account 90% of the rest of the population.

Of the 93% of respondents who earn a salary, 90% of purchase their homecare products from supermarkets while 100% of those who earn an income through social grants and from their family and spouse purchase their homecare brands from the supermarket as well. None of the respondents purchase homecare products from their local corner store or spaza shop. In addition, only 88% of respondents who earn a salary and 100% of those who earn an income from their partners prefer to purchase and use Sunlight dishwashing liquid. In the dishwashing and laundry category, Sunlight is the preferred brand for this study's respondents. Sunlight is a Unilever brand and therefore a purpose-led brand with its purpose in water safety and sustainability while building an inclusive circular economy (Unilever South Africa, 2022). This, however, is not the main reason why respondents chose Sunlight as their dishwashing and laundry brand of choice rather it is quality is the main reason why respondents chose Sunlight. According to Garvin (1987) there are 8 dimensions of quality that brand can influence which are performance, features, reliability, conformance, durability, serviceability, aesthetics and perceived quality. A study by Lowengart (2017) investigated the impact of brand in consumer brand choice based on sensory factors and found that brand does in fact impact consumer brand choice where more reputable brands have a positive impact on the prominence of these sensory-based factors. It can be argued that dishwashing is a physical activity that

makes use of people's sense of touch that the findings from Lowengart's (2017) study are indeed correct. A product's packaging is considered an important element of its marketing mix and a study conducted by Ogbuji, Anyanwu and Onah (2016) found that brands need to focus on their brand name and product packaging with the integration of brand symbolism as the most effective brand elements that result in consumer choice. The most important dimension of the marketing mix for Johannesburg-based millennials is the actual product itself when they consider purchasing homecare products.

Therefore, when a brand's product can repeatedly deliver quality results the greater consumer-based brand equity that brand can enjoy. Keller's consumer-based brand equity model serves as the theoretical foundation of this study as it sets out the necessary principles and steps for building a powerful brand. According to Keller (2001) developing strong brands requires shaping how customers think and feel about a product, achievable through appropriate brand experiences. The very top of the Keller's brand equity model is concerned with consumer-brand relationships with intention of achieving loyalty. The three preceding tiers make up the experiences a consumer has with the brand which have the potential of building. Both Sunlight's dishwashing and laundry products are the most preferred among Johannesburg-based millennials which means the brand enjoys greater consumer-based brand equity compared to the other brands listed in both categories and this is due to how the study's sample has experienced the Sunlight brand. The source of Sunlight's consumer-based equity is built off Keller's second and third steps which are concerned with creating brand meaning through tangible and intangible associations and evoking positive responses from consumers when they think about the brand, respectively.

This current study also found that respondents earning a salary or wage and income from their family or spouse are concerned about climate and social change and the same respondents, 94% of those earning a salary or wage and 100% of those earning an income from their family or spouse, think it's important for brands to have a stance on climate and social issues while 66% and 67% of the respective respondents claim that a brand's stance of environmental and social issues influences their brand choice. Therefore we can deduct that higher earning South Africans are concerned about environmental and social issues which is aligned with the global rise of conscious consumerism, a key concept for this study. In contrast to the very definition of

conscious consumerism which states that consumers use their purchases to voice their values and beliefs thus transforming society, consciously driven South African consumers don't make their brand choice based on a brand's purpose and their efforts to transforming the environment and society. 0% of the respondents chose brand purpose as the main reason behind their homecare brand choice which is contrary to their beliefs although 59% of salary or wage-earning respondents and 67% of respondents earning an income from their family or spouse claim that it's very important for brands to be purpose-led. These results can lead us to conclude that Johannesburg-based millennials are idealistic however their realities are far removed from these ideals. They exist at a point of tension where they're purchases and brand choice in homecare brands must be functionally beneficial and useful for themselves and their households before being beneficial to the rest of society. A consumer behaviour theory is the study's second theory, which makes up its theoretical framework. The theory of reasoned action assumes that customer behaviour is influenced and determined by external marketing, pre-existing customer attitudes and beliefs and the intent of a purchase (Ajzen and Fishbein 1975). Using this theory, it is clear that the intent of the purchase and consumers internal beliefs are in opposition.

Interestingly, the study found the use of marketing and advertising effect in convincing respondents to consider purpose as part of their consideration mix and switch their homecare brands of choice to Unilever brands since they are all purpose driven. 81% of respondents said that the Unilever brands advertisement demonstrated why it's important for homecare brands to be purpose-led while 65% of respondents said they would switch after viewing the advertisement. This correlates with the findings of a study by Rothschild, Ladeira, Mello, Amorim and Larocca (2019) in Brazil that measured the effectiveness of marketing and advertising on brand awareness and association for non-alcoholic beverages. The study found that consumers who were exposed to a brand's marketing had a higher awareness of the brand and a more positive association with the brand. One study by Çakiroglu, Önder and Eren (2020) look at brand engagement as a measure of brand experience and subsequently brand love which another dimension that needs to be considered. However, brand engagement and brand love do not equate to actual purchases thus allowing us to reason that customer-based brand equity can be built and measured based purely on consumer attitudes and purchase intentions and not actual business performance.

The current study showed that exposure to a brands marketing can in fact drive positive brand association. The current study also gauged the effect marketing has on current brand choice where 0% of respondents said that marketing and advertising influences their brand choice which seems to be at conflict with the above. Another conflict is the respondents use of supermarket catalogues and broadsheets which can be considered as marketing material. 58% of the respondents said they use shopping supermarket catalogues and broadsheets when shopping for homecare products although the 0% said that marketing and advertising influences their brand choice in homecare products. Another form of marketing and advertising measured by the current study are supermarket sales and promotions and 72% of respondents said they shop according to supermarket sales and promotions although 0% of the respondents said that marketing and advertising influences their brand choice in homecare products. There is a clear inclination for Johannesburg-based millennials to gain as much knowledge surrounding their homecare purchases such as price and social influence however this information is not the ultimate deciding factor. This study's second theory also states that a customer will act on certain patterns and behaviours that they believe will create a particular outcome, familiar or otherwise. This study's results show us that Johannesburg-based millennials do certainly act on certain behaviours such as gaining product information through marketing even though the outcome of this pattern and behaviour is contrary to the purchase brand choice they make.

CONCLUSION

Research question, problem, hypotheses addressed

The study focused on answering the following four questions:

1. Is brand purpose a key driver of brand choice in South Africa?
2. What are the drivers of brand choice for South African consumers
3. What does it mean to be a purpose-driven brand in South Africa?
4. Do brands that are not purpose-driven experience less success?

This research study sought to answer, through an investigation, whether homecare brand managers and leaders should in fact invest in developing their brand purpose in South Africa's current economic landscape and whether brand purpose in developing economies should follow the current trend, donating a portion of revenue to charitable initiatives. This study was able to address the research questions and problem the researcher intended to by giving homecare category brand managers and leaders insight and direction into how develop their brand's purpose and how to do its purpose work. It's clear that when it comes to homecare products, even high earning millennials favour functional, individual benefits over emotive, collective benefits and base their choice in brand on the former. However, making a positive environmental and social affect is still important to the group, requiring brands to make this difference on their behalf especially pertaining to homecare products which means that although conscious consumerism is on the rise globally, South Africa hasn't quite caught up as yet. Therefore, homecare can continue with traditional corporate social initiatives of donating a portion of revenue to local charities.

Hypotheses

Primary hypothesis (H0)

- Brand purpose is not a key driver of brand choice because customers consider price, quality, and value over purpose.

Secondary hypotheses

- (H1) Purpose-driven brands are more likely to be chosen by consumers due to their need for brands to play more meaningful roles in the lives of their consumers

- (H2) Purpose-driven brands are less likely to be chosen by consumers because brand purpose is not a key driver of brand choice

The study's primary hypothesis, H0, was proven to be true. Johannesburg-based millennials do in fact other factors, primarily quality, over brand purpose. The study's secondary hypothesis, H1, was proven to be true although the respondents were unable to act on their intentions and choices. H2, was proven to be untrue because an overwhelming majority of respondents actually purchased purpose driven brand, Sunlight, Handy Andy and Domestos on the basis of quality and price above brand purpose and even the marketing and advertising of the brands.

Final conclusions

The research conducted produced valuable findings that could potentially contribute to a growing body of research, that looks at how brand purpose can be implemented and used in a developing country such as South Africa. Understanding what contributes positively and negatively to the advancement of brand building is essential information that any brand manager or leader could leverage. The research thoroughly explored customer choice influencers and how brand purpose impacts how customers make their choices in brand.

Although this study's sample is made up of South Africa's top 10% in terms of earning, we can confidently add literature and evidence towards the phenomenon of brand purpose in South Africa. South Africa's economic landscape puts a greater responsibility on brands to play their part in making positive difference on society since consumers need to prioritise the personal functional benefits over the societal and collective benefits.

Possible future research could use an interpretivism paradigm that which would give a more nuanced view of brand purpose from a consumer point of view. A qualitative approach means respondents would give researchers and brand managers the ability to explore the different aspects of brand purpose and how brand managers could possibly use these insights.

Further research could also be done to further explore the influence and impact of brand purpose on customer choice in different product and service categories, although the results indicate an outcome that supports the hypothesis, to ensure that

these results are in fact true. A longitudinal also study needs to be conducted, that will produce more quantitative and qualitative data over a long period of time.

Another possible approach regarding this study would be extending the age and geographical reach of the study. The use of social media makes it easier to explore how different people in different parts of South Africa and potentially the world feels about a particular topic. Furthermore, this approach would allow the researcher to compare and contrast findings from different regions and different age groups to gain insight from different people within contrasting economic landscapes.

Ethical implications

Since the study's survey questionnaire asked questions pertaining to income and the sensitivity around that particular topic, precautions were taken to ensure that all respondents were informed of the reason for the study as well as the needed background where participants provided consent by continuing to partake in the study.

The respondents and their identities were kept anonymous to ensure truthful and honest responses in the survey (Du Plooy-Cilliers, Davis and Joseph, 2014). Respondents were in no way be compensated for participating in the study, as providing incentives would have skewed the results. The online questionnaire on the Google forms platform did not allow for the results to be modified by the research nor the research team thus reflecting the true sentiment of the respondents.

The following are the ethical considerations which ensured the responsible collection of participant information:

- Informed consent: Participants knew what they were participating in a research study utilized signed agreements.
- Responsible use of personal information: Responsible collection, use and protection of personal information
- Respondents were also able to contact the researcher via email if they had any questions on the research or further questions.

Limitations

Data Cost

South African data rates are some of the highest in Africa and is ranked 135 out of 233 countries worldwide. In 2022 South Africa's data bundle prices made one of the highest priced in the world according to Cable a UK mobile broadband comparison website (Kesler,2020). As the average price of 1GB (Gigabyte) of data in South Africa was estimated at around R106,20 before the covid-19 pandemic, data cost would be the primary limitations when looking at lower income millennials in Johannesburg who do not have access to WIFI (wireless fidelity).

Stable income status

South Africans have recently been faced with more economic hardships that have been brought on by the East European war. South Africa's unemployment rate currently sits at 34% which means many of South Africans do not have a stable source of income. The government introduced a R350 grant during the COVID-19 pandemic however corruption and budget restraints with many recipients of the grant not receiving it regularly.

Age and geographical limitations

The study focused on processing responses from Johannesburg-based millennials however the method of distributing the survey questionnaire, Facebook and WhatsApp, made it that people who were enthusiastic to partake in the study were not able to partake. Many of the people who tried to partake were either not based in Johannesburg or were older than 40. This prevented the researcher from gaining insight from people who could provide richer insight and findings.

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ANNEXURE A: FINAL RESEARCH REPORT SUMMARY DOCUMENT TEMPLATE

TITLE: Purpose-driven branding in a country with economic turmoil: An investigation into the impact of purpose-driven brands on brand choice in the homecare category

Research Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Lit Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Key Findings	Recommendations
To investigate whether homecare brand managers and leaders should in fact invest in developing their brand purpose in South Africa.	Is brand purpose a key driver of brand choice in South Africa?	Exploring the impact and influence of brand purpose on customer brand choice.	Keller K L 1993 Conceptualizing Measuring and Managing Customer Based Brand Equity. Journal Marketing, 57(1): 1 22 Ajzen, I. and Fishbein, M 1975 Belief Attitude Intention and Behaviour: An Introduction to theory and research Reading M A: Addison Wesley	Theme 1: Brand Theme 2: Brand authenticity Theme 3: Brand experience Theme 4: Marketing	Paradigm Positivism Epistemology Believes that knowledge is gained from objective observation therefore only when knowledge is accepted by the sense is it real knowledge Ontology There is an external reality is observable, measurable and known thus the laws that govern reality can be discovered and used to predict the regularity of a phenomena Axiology evidence should be free of subjective value thus is not corrupted by personal bias. Honest representation of the facts is necessary	Quantitative	Google Forms via WhatsApp and Facebook	Informed consent stating the purpose of the research Responsible use of personal and sensitive information Respondents right to remain anonymous IIE ethical clearance requirements since the study is conducted under the IIE institution	Brand purpose is not a driver of consumer brand choice in the homecare category	Brand purpose is a powerful brand and marketing tool however for products and services considered to be FMCG, being purpose led plays very little in why consumers choose to purchase and consumer a particular brand Functional benefits often trump emotional and esoteric brand benefit More studies should be undertaken to explore the impact and influence brand purpose has on different product and service categories. Another dimension that can be explored is different age groups within different geographical locations and economic landscapes
						Population				
						Population Parameters The population of this study will be millennials residing in Johannesburg with a stable source of income.				
Research Problem	Secondary Questions/ Hypotheses / Objectives	Key Concepts	Key Theories			Sampling	Data Analysis Method(s)	Limitations	Key Contribution	
The lack of literature surrounding brand choice in South Africa suggests that the relationship between brand purpose and brand choice is relatively unknown, making this study necessary and relevant for South African brand builders and managers.	What were the smaller objectives you used to solve the problem?	1. Brand purpose 2. Consumer choice influencers 3. Customer value equation 4. Values driven marketing 5. Brand equity 6. Conscious consumerism	Customer based brand equity Theory of reasoned action			Non Probab ty samp ng s the preferred method for th s research as t e m nates humans bias Size:43	Automated head counts. Th s study used descr pt ve statistical analysis	Stable income status South African data costs	This study will help brand managers and leaders with informing their brand building activities and investment in brand purpose	

Date: 18/6/2022

Student name: Silindile Radebe

Student number: [REDACTED]

Campus: Vega School (online)

Re: Approval of RESE8419/RMET8429 Proposal and Ethics Clearance

HONOURS/PGDip ETHICAL CLEARANCE LETTER

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 your supporting documents and instruments are in order to proceed. We hereby provide you with permission to proceed with your research.

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

We wish you all the best with your research!

GENERAL CONDITIONS TO BE FULFILLED IN RELATION TO RESEARCH

Permission is granted to proceed with the above study subject to the conditions listed below being met and may be withdrawn should any of these conditions be flouted.

Please note: The panel has not considered the merits, accuracy or ethical soundness of the research. The only merits examined are the use of The IIE as a sample.

Permission is granted subject to the following conditions:

1. The researcher(s) will need to obtain informed consent in writing from all of the participants in his/ her sample if the study is not anonymous.
2. The researcher(s) may only use the data collected for research purposes and in no other way.

3. Photographs of human subjects may only be taken if relevant to the research, informed consent was obtained, and even with informed consent, the photographs may not be published on any online platforms.
4. The researcher is responsible for supplying and utilising his/her own research resources, such as stationery, photocopies, transport, faxes and telephones and should not depend on the goodwill of the institutions and/or the offices visited for supplying such resources.
5. No names or identifying information of participants may be used within the research and the research must be voluntary.
6. Please make it clear that the information will not be used punitively in any way and participants may in no way be counselled/advised based on this.

Supervisor name: Dr Cerneels Coetzee

Signature:



Campus Postgraduate Coordinator (CPC) name: Dr Tish Taylor

Signature:



Annexure C: Draft questionnaire

Demographics:

1. What is your gender?
 - a. Female
 - b. Male
 - c. Other
 - d. Prefers not to say
2. How old are you? Please select the appropriate age range
 - a.
3. What is your race?
 - a. African
 - b. Coloured
 - c. White
 - d. Indian
 - e. Other
4. Do you have a source of income?
 - a. Yes
 - b. No
5. From where do you earn your income? Please select all the appropriate
 - a. Salary/wages
 - b. Social grant (R350 covid relief grant)
 - c. Family (black tax)
6. How much do you earn? Please select the appropriate income range
 - a. Less R1000
 - b. R1100 – R4999
 - c. R5000 – R10 000
 - d. R10 100 – R15 000
 - e. +R15000
7. Where in Johannesburg do you reside?
 - a. East Johannesburg
 - b. South Johannesburg
 - c. West Johannesburg

- d. North Johannesburg
8. How often do you buy homecare products?
- a. Once a month?
 - b. Twice a month?
 - c. 3+ times a month?
9. Do you use supermarket broadsheets when shopping for homecare products?
- a. Yes
 - b. No
10. Do supermarket specials change your shopping patterns?
- a. Yes
 - b. No

Sustainability:

1. Is sustainability, climate change and social change important to you?
 - a. Very important
 - b. Important
 - c. Not important at all
2. Does sustainability influence your choice of brand?
 - a. Yes
 - b. No
3. Do you think it's important for brands to be sustainable?
 - a. Very important
 - b. Important
 - c. Not important at all
4. Do you think it's important for brands to make a social impact?
 - a. Very important
 - b. Important
 - c. Not important at all
5. Is it important for brands to lead with a purpose?
 - a. Very important?
 - b. Important
 - c. Not important at all

Brand choice and preference:

1. Which homecare brands do you buy and consume on a regular basis for the following categories? Please select a brand
 - a. Dishes
 - i. Sunlight dishwashing liquid
 - ii. Mac dishwashing liquid
 - iii. Finish dishwasher capsules
 - b. Bathroom
 - i. Domestos
 - ii. Handy Andy
 - iii. Jik
 - iv. Mr Muscle
 - c. Laundry
 - i. Omo
 - ii. Sunlight
 - iii. Surf
 - iv. Mac
 - v. Ariel
2. What influences your choice in brand?
 - a. Price
 - b. Benefits
 - c. Quality
 - d. Marketing
 - e. Brand purpose
3. Has your choice in homecare brand changed in the past 12 months? This can be in any of the above categories
 - a. Yes
 - b. No
 - c. If yes, why?
4. If you had the chance, would you change back?
 - a. Yes
 - b. No
 - c. Why?

5. Unilever brands are known for being purpose-led. Please watch the following video and answer the questions that follow



<https://www.youtube.com/watch?v=H03X4KFmJbM>

- a) After viewing the above advertisement do you think it's important for homecare brands (i.e. domestos and sunlight dishwashing liquid) to be purpose-led?
- a. Yes
 - b. No
- b) Would you buy Unilever homecare brands?
- a. Yes
 - b. No

APPENDIX D – Udated Concept Document

<u>Project details</u>		
Your Name: Silindile Nolwazi Radebe		Student Number: [REDACTED]
Supervisor: Cerneels Coetzee	Date: 09 May 2022	Version: 2

<u>Proposed Title</u>	
Title	Purpose-driven branding in a country with economic turmoil: an investigation into the impact of purpose-driven brands on brand choice

<u>Research details</u>	
Problem statement	South Africa's economic growth has been in a downward trend since 2010 and only averaged 1.7% between 2011 and 2018 and in 2019 South Africa descended into its third recession since 1994. (Sibeko, 2021) The tough economic landscape has put a stain on South African citizens and changed the factors they take into consideration when making their purchases. Brand purpose is the reason why a brand exists. Reiman (2019) defines it as the underlying essence that makes a brand relevant, resonant, and necessary for customers, ultimately leading to continued brand choice and brand growth. South African brand builders managers need to know that the investment they make in the development and communication of their brand purpose will ultimately deliver greater business performance and brand equity.
Purpose statement	The purpose of this proposed study is to investigate the relationship between purpose-driven brands and brand choice in a country with slow economic growth which will serve as an guide for South African brand leaders and managers when brand building.
Research question/s	Primary question: Is brand purpose a key driver of brand choice in South Africa? Secondary questions: 1. What are the drivers of brand choice for South African consumers? 2. What does it mean to be a purpose-driven brand in South Africa? 3. Do brands that are not purpose-driven experience less success?
Hypotheses/ Objectives	Hypotheses: • Brand purpose is not a key driver of brand choice because customers consider price, quality, and value over purpose. Secondary hypothesis: • Purpose-driven brands are more likely to be chosen by consumers due to their need for brands to play more meaningful roles in the

	lives of their consumers • Purpose-driven brands are less likely to be chosen by consumers because brand purpose is not a key driver of brand choice Variables: • Independent variable: purpose-driven brands/branding • Dependent: brand choice/consumer preference
Research rationale	Kotler and Kartajaya (2014) state that “Values-Driven marketing” is characterised by consumers requiring more participation in value creation where they’re deepest desires and anxieties are not only be identified but fulfilled thus creating a relationship between the brand and the customer. One way for brands to establish this relationship is by having a purpose that inspires and engenders respect and such a purpose creates a bond with the consumer beyond functional benefits (Aaker, 2019). Consumers need brands to show up in their lives and what they believe in, in a meaningful way beyond the products and services they offer (Fox, 2019). The power has officially shifted from brands to consumers and require brands to not only have a say what their purpose is but to act on it as well (Kaplan, 2022). Leiser (2018) declares that brand positioning around an emotional or functional benefit isn’t enough anymore and that it is a brand’s purpose that allows it to become and remain relevant. A purpose-led brand is defined as a brand that stands for something beyond their products or services and often consumers know it. Purpose-led brands can always answer these two questions: 1. What do we believe and 2. Why do we exist (Leiser, 2018). With so much emphasis placed on leading with purpose and human values, brands have changed their entire brand systems and sometimes business models to authentically lead with purpose, but does this translate to consumers choosing these brands when their faced with tough economic conditions?

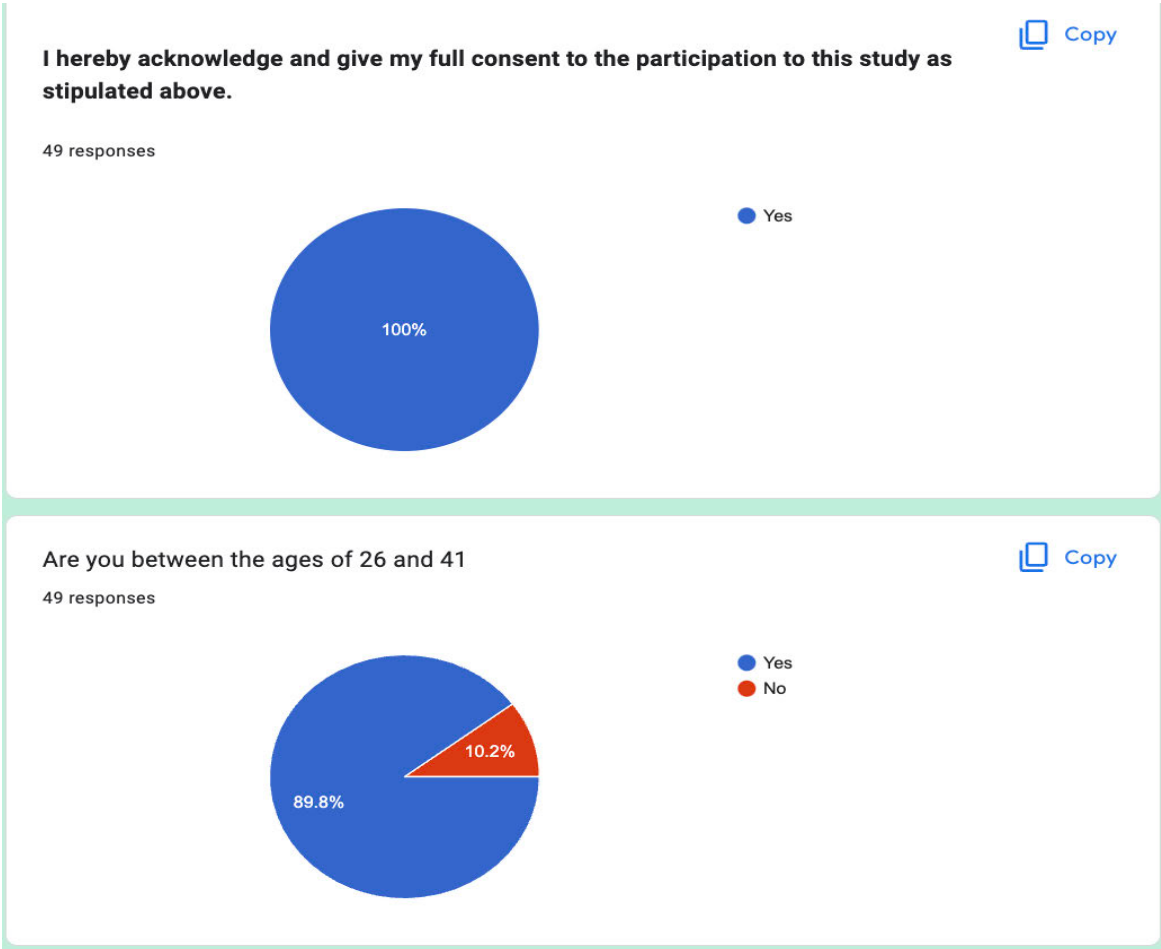
Literature overview				
Key theories	• Customer-based brand equity • Theory of reasoned action			
Seminal sources	• Keller, K.L. 1993. Conceptualizing, Measuring and Managing Customer-Based Brand Equity. Journal Marketing, 57(1): 1–22. • Ajzen, I. and Fishbein, M. 1975. Belief, Attitude, Intention and Behaviour: An Introduction to theory and research. Reading M.A: Addison-Wesley			
Literature review themes	Theme 1: Brand	Theme 2: Brand Experience	Theme 3: Brand Authenticity	Theme 4: Marketing
Sources	Please refer to reference list			
Key concepts	• Brand purpose • Consumer Choice influencers • Customer value equation • Values-driven marketing • Brand equity • Conscious consumerism			

<u>Provisional Research Approach</u>				
Paradigm	<u>Paradigm</u> Positivism has been selected as the paradigm for this study as it delivers objective and empirical evidence on occurring phenomena.	<u>Epistemology</u> Believes that knowledge is gained from objective observation, therefore only when knowledge is accepted by the sense is it real knowledge.	<u>Ontology</u> There is an external reality is observable, measurable, and known thus the laws that govern reality can be discovered and used to predict the regularity of a phenomena.	<u>Axiology</u> Believes that evidence should be free of subjective value thus is not corrupted by personal bias. Honest representation of the facts is necessary.
Approach/ design	Since positivism aims to find a causal relationship between variables, the research design selected for this study is quantitative. Brand purpose has been hailed as a key driver of brand choice beyond product preference by influencing consumer preference therefore it vital to investigate this relationship through quantitative analysis using a cross sectional design to assess different samples at given point in time.			

<u>Provisional Research Plan</u>	
Population	The population of this study will be millennials residing in Johannesburg with a stable source of income.
Sampling	Non-Probability sampling is the preferred method for this research as it eliminates humans bias. The intended sample size is 50+ respondents.
Data collection method(s)	Primary collection method: A closed-ended online survey questionnaire will be used as the primary data collection method for the intended study.
Data analysis method(s)	This study will use descriptive statistical analysis that will be used to summarize the set of data and uncover patterns within the data. This will be done through the online survey provider.

<u>Ethical considerations and limitations</u>	
Ethics	The ethical considerations of the proposed study are: • Informed consent stating the purpose of the research • Responsible use of personal and sensitive information • Respondents right to remain anonymous • IIE ethical clearance requirements since the study is conducted under the IIE institution
Limitations	Due to South Africa's unique socio-economic environment the following limitations will apply to the proposed study: • Stable income status • South African data costs • Time and availability to partake • Network quality

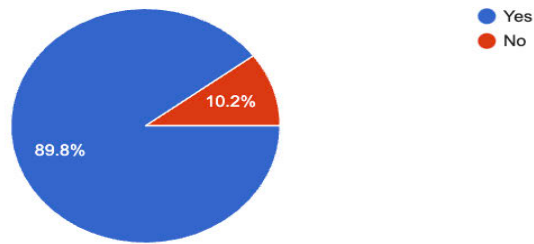
Annexure E: Google Forms results



Are you a resident of Johannesburg?

 Copy

49 responses

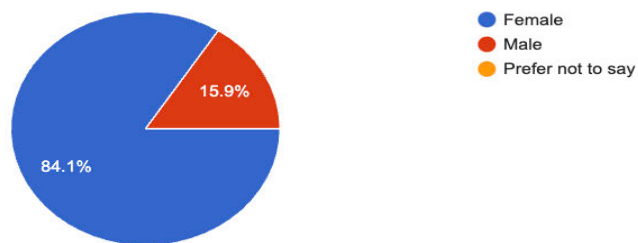


Demographics

What is your gender?

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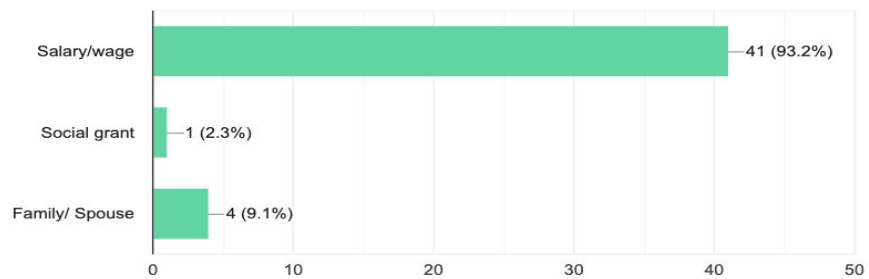
44 responses



From where do you earn your income? Please select all the appropriate

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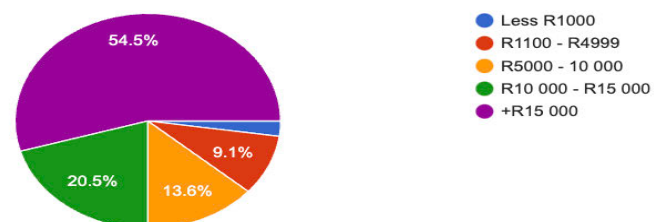
44 responses



How much do you earn? Please select the appropriate income range

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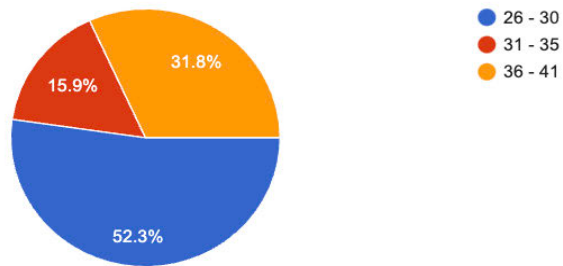
44 responses



How old are you? Please select an age range

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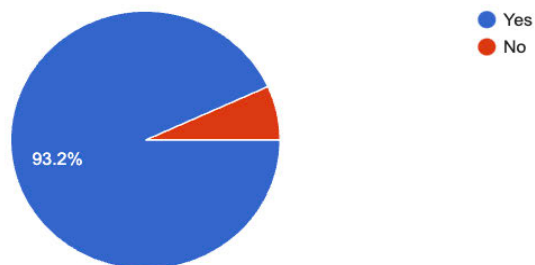
44 responses



Do you have an income source?

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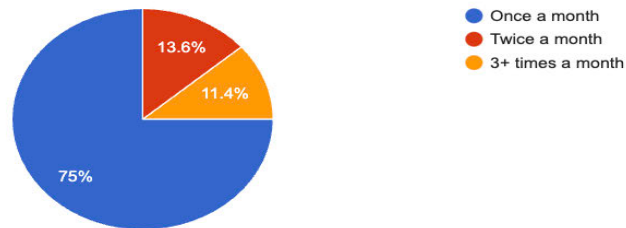
44 responses



How often do you buy home care products?

 Copy

44 responses

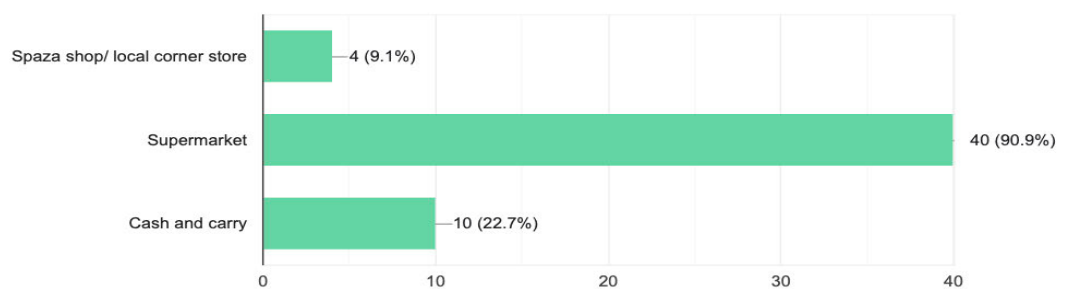


Where do you buy your home care products?

 Copy

Select all the appropriate boxes

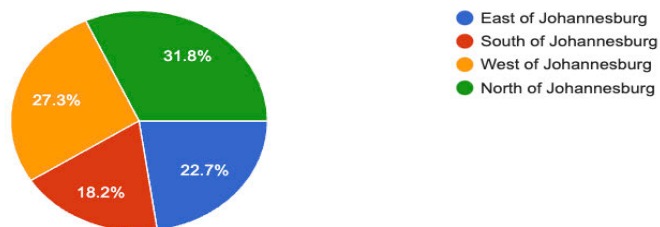
44 responses



1. Where in Johannesburg do you reside?

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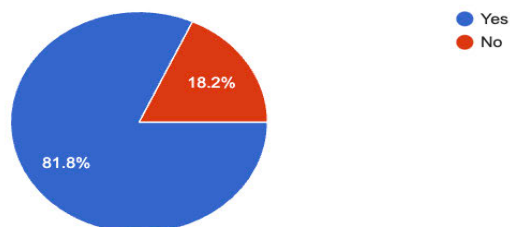
44 responses



Are you primarily responsible for grocery shopping in your home?

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44 responses

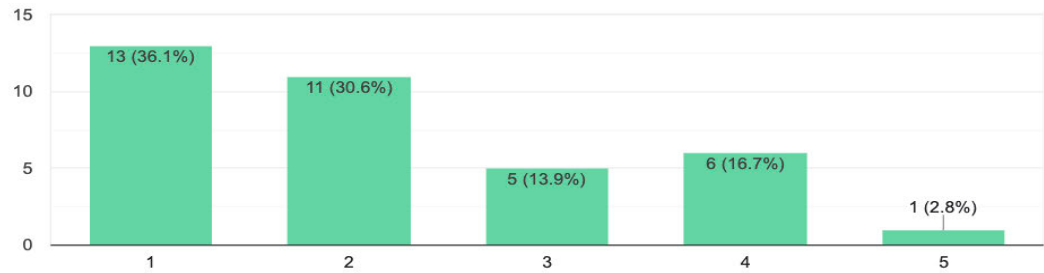


Environmental & Social Impact

How important would you say climate and social change are to you?

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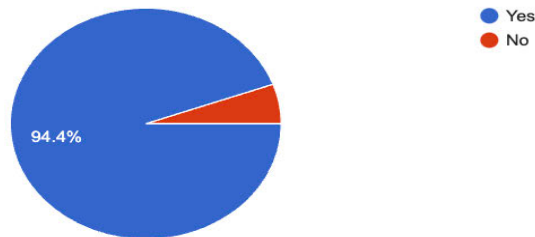
36 responses



Do you think it's important for a brand to have a stance on climate and social issues?

 Copy

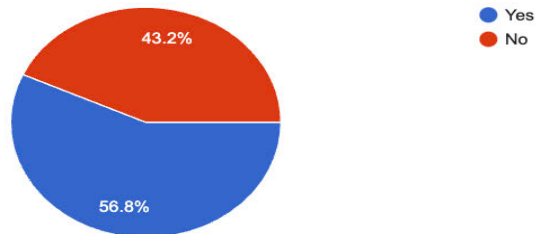
36 responses



Do you use catalogues when shopping for home care products?

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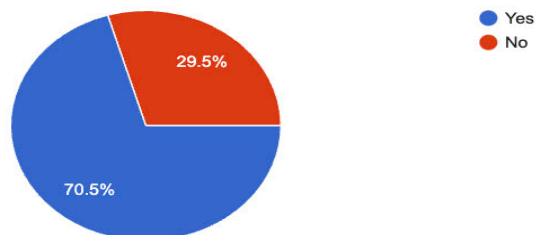
44 responses



Do you shop according to supermarket sales and promotions for home care products?

 Copy

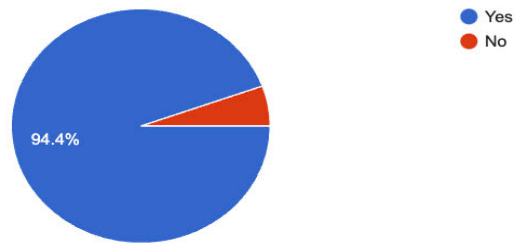
44 responses



Do you think it's important for a brand to have a stance on climate and social issues?

 Copy

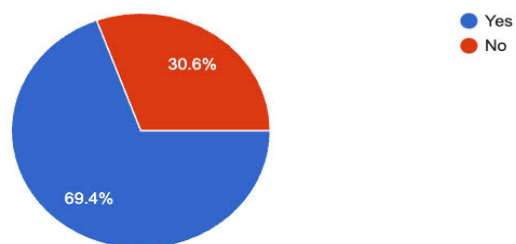
36 responses



Does a brand's stance on climate and social issues influence your choice of brand?

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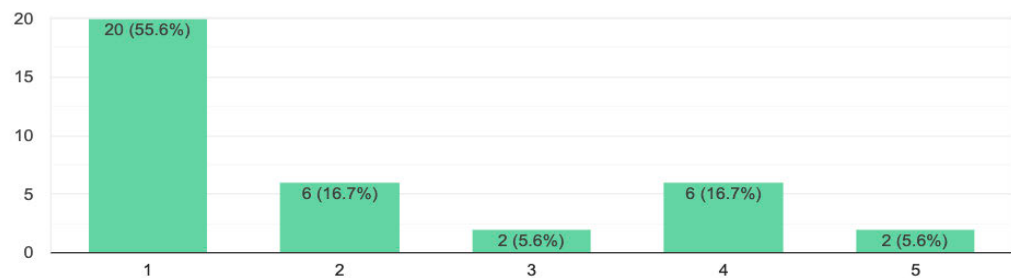
36 responses



Do you think it's important for brands to make a social impact?

 Copy

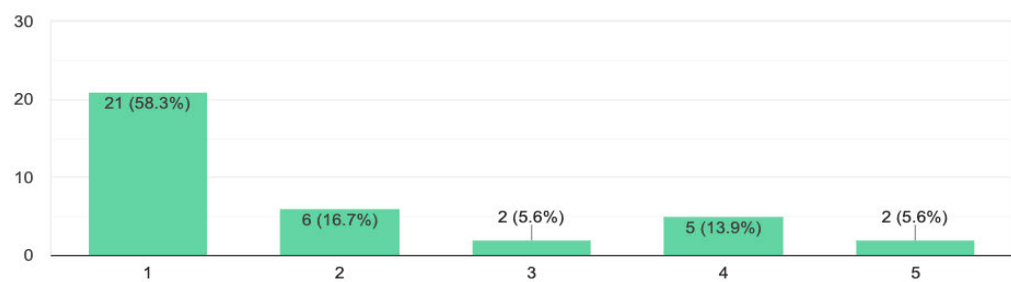
36 responses



Do you think it's important for brands to lead with a purpose?

 Copy

36 responses

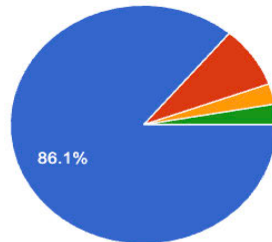


Brand choice and preference

Which home care brand do you purchase and consume on a regular basis: Dishes

 Copy

36 responses

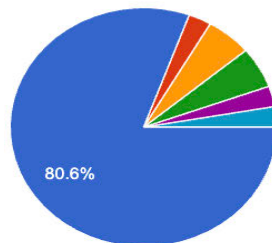


- Sunlight dishwashing liquid
- Mac dishwashing liquid
- Finish dishwashing capsules
- Sunlight Washing Powder

Which home care brand do you purchase and consume on a regular basis: Bathroom

 Copy

36 responses

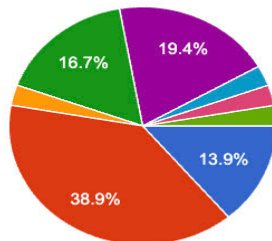


- Domestos
- Harpic
- Mr Muscle
- Jeyes Home guard
- I use Domestos, handy Andy and windowlene in my bathroom
- Handy Andy

Which home care brand do you purchase and consume on a regular basis: Laundry

 Copy

36 responses

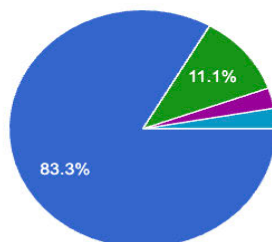


- Omo washing powder
- Sunlight washing powder
- Surf washing powder
- Mac washing powder
- Ariel washing powder
- All of the above
- Differs depending on the cost
- Plus comfort or sta soft

Which home care brand do you purchase and consume on a regular basis: Multipurpose

 Copy

36 responses

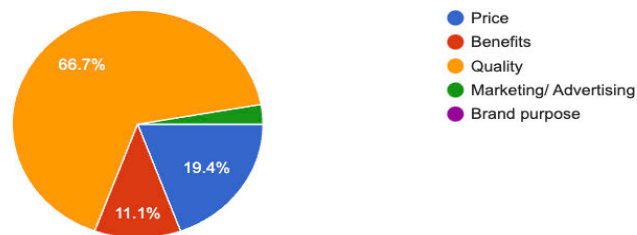


- Handy Andy multipurpose cleaner
- Mr Sheen multipurpose cleaner
- Cobra multipurpose cleaner
- Jik multipurpose cleaner
- And Jik
- Pine gel

What is the primary reason for your choice in home care brand?

 Copy

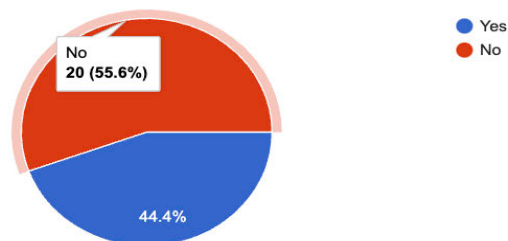
36 responses



Has your preferred home care brand changed in the past 12 months? This can be in any of the above categories

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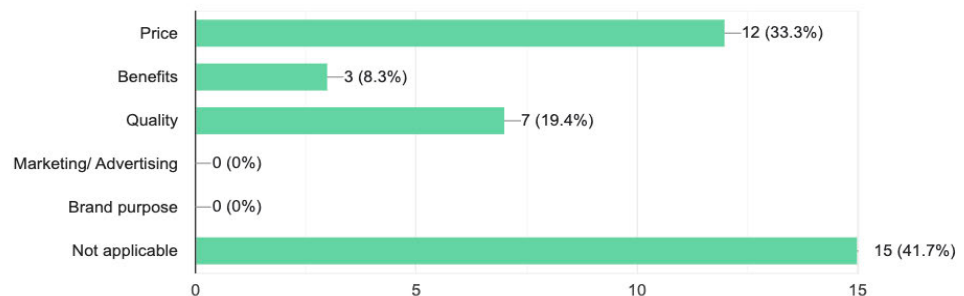
36 responses



If yes, please select the most suitable reason

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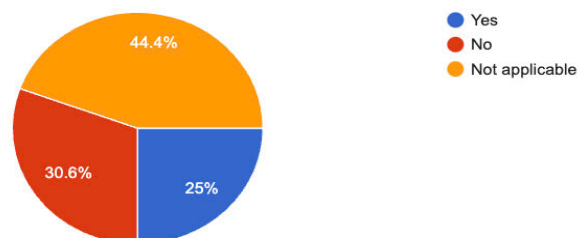
36 responses



If you had the chance, would you change back?

 Copy

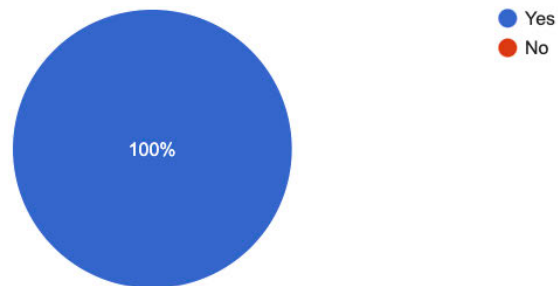
36 responses



After viewing the above advertisement do you think it's important for home care brands to be purpose-led

 Copy

36 responses



After viewing the above advertisement, are you more inclined to purchase Unilever home care brands?

 Copy

36 responses

