

Exploring the Role of South African Citizens' Brand Loyalty Towards their Nation Brand.

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Qualification: BA Honours in Strategic Brand Communication

Module: Research Methodology

Module code: RESM8419

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Word count: 9002

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

Abstract

South Africa's nation brand is in an unfortunate position in the eyes of its citizens (Moeng, 2019) as South African citizens believe that the country is in a "*downward spiral*" (Kock, 2015). South Africa's brand perception is experiencing a regression, showing that South African citizens' loyalty is simultaneously reaching a decline (Njobeni, 2015). Correspondingly, there is a strong sense of cynicism regarding governance in South Africa (Kock, 2017), and as South Africans perceive the Government to be exceptionally poor when it comes to competency and honesty (Kock, 2017), it has a vast reflection on South Africans' loyalty towards the nation. South Africa's nation brand and how it is perceived has enormous impacts on how decisions are put into place, and how the nation will be treated by citizens and neighbouring countries according to its perceived reputation (Kock, 2017).

Active citizenship is the result of a relationship built on trust between a nation and its citizens, and therefore, according to Aaker (1996), a brand needs to portray reason for its consumers (citizens) to be loyal. Therefore, this study revolves around nation branding in South Africa, and the extent to which South African citizens are loyal towards their national brand, as loyalty and active citizenship are vital elements in the development of a country's nation brand (Kock, 2015). This study aligns itself with a qualitative approach in order to understand the phenomena from a human-centric point of view.

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1. Introduction

1.1 Introduction and Contextualisation/Background

In this section, the reader will be presented with context in order to understand the significance and background of the research problem. The research problem in this study revolves around nation branding in South Africa, and the extent to which South African citizens are loyal to their national brand.

A brand is defined as a combination of abstract elements, and if used appropriately, it is able to influence and motivate certain opinions and actions from consumers (Mucundorfeanu & Bolyai, 2009). According to Mucundorfeanu and Bolyai (2009), a brand is an identification component to result in differentiation between products and services and is fundamental in a saturated market. Yet, a brand is more than just a logo or a word or a symbol, it represents a congregation of emotions, attitudes, and perceptions a consumer has towards a product or service and establishes the perception of lifestyle, image, and status (Mucundorfeanu & Bolyai, 2009).

Nation branding comprises of the application of certain stages of the branding process as it is applied to a nation, and includes outlining a mission, constructing a vision and applying appropriate values (Mucundorfeanu & Bolyai, 2009). Consequently, a nation's brand, such as a brand, should consist of an appropriate corporate identity, brand architecture, and suitable internal and external communication in order for the country to be differentiated from other countries (Mucundorfeanu & Bolyai, 2009).

A nation's brand reputation is much like that of an individual citizen, meaning that the thoughts held against the individual has an impact on their reputation (Kock, 2017). Therefore, the thoughts and opinions held against a nation and its image have an impact on its reputation. This suggests that how the individual or nation is perceived, impacts how decisions will be put into place, and how the individual or nation will be treated by peers or neighbouring countries according to their perceived reputation (Kock, 2017). Furthermore, when an individual perceives a brand as status-enhancing, he/she relates this perception to a sense of brand loyalty (Piong, 2014).

According to Kock (2015), the top five factors that drive pride in South Africans involve the South African landscape, the cultural diversity, the citizens, the achievements of democracy and the national sports teams. However, according to the same research done by Kock (2015), the five most detracting factors from South Africans' pride include the crime rate, corruption, the lack of job opportunities, and the fact that citizens believe that the country is

in a “*downward spiral*”. Moreover, according to the *Brand South Africa’s Research Report* done in 2017 (Kock, 2017), South Africans rank their own country at the bottom (ranked 49/50) in terms of Governance, and the results indicate that severe improvement is necessary in order to strengthen the message and image of the Government’s abilities and competencies. Moeng (2019) also states that South Africa is in need of an effective, permanent and proactive monitoring mechanism for its country image and brand.

According to Moeng (2019), South Africa is still young in its democracy and has institutions whose resilient capabilities are yet to be proven when they are faced with political chaos. With the range of confusing messages that the government is sending out to its citizens, such as threats of land expropriation without reparation, it is hoped that political and economic policies will clear the confusion to aid stability and predictability (Moeng, 2019). An improved nation brand has no short-cuts (Kock, 2017), and it is a given after all of the occurrences that took place over the past 25 years to reinforce South Africa’s promise (Moeng, 2019) in order to gain their citizens’ trust and loyalty. It is exceptionally important as the country’s political hopefuls and leaders have an, according to Moeng (2019), “*odd*” tendency to make political and economic policy decisions that are based on emotions, which are working against the country’s ideal of wanting to be seen as a serious player in the global playing field (Moeng, 2019).

South Africa is in constant rivalry with nations that take their global image seriously, thus South Africa’s nation brand should not constantly find itself in a position to have to defend its poor leadership and planning (Moeng, 2019). These elements ultimately have an effect on South African citizens and how they view South Africa as their nation.

According to Njobeni (2015) in the latest statistics on immigration and tourism, it is displayed that South Africa’s brand perception is experiencing regression, therefore citizens’ loyalty is simultaneously reaching a decline. Also, according to Kock (2017), there is a strong sense of cynicism regarding governance in South Africa. As South Africans perceive the Government to be exceptionally poor when it comes to competency and honesty (Kock, 2017), it has a reflection on South Africans loyalty towards South Africa.

In terms of loyalty, Aaker’s (1996) Brand Equity Model states that a brand has to make a conscious effort to engage with its consumers and establish a long-term relationship to furthermore build a foundation of trust, which will, therefore, increase consumer loyalty. Consequently, South Africa’s nation brand has to take the element which is creating distrust, in this case, the Government, and improve it to build a long-term relationship and foundation of trust between the country and its citizens. It is then evident to say, that a lack of

competency and honesty results in distrust from South Africans towards their country, and this ultimately results in citizens who do not portray loyalty towards their country.

1.2 Rationale

De Kock (2015) concludes in *Brand South Africa's Research Note*, that active citizenship is a vital element in the National Development Plan, which is produced by the Government. As stated, South African citizens do not have much trust in the Government and their system, thus becoming disloyal to the country's nation brand. Consequently, without an involved and active community and citizenship because of disloyalty towards the country, the development objectives of achieving an improved nation brand, cannot be accomplished (Kock, 2015). Hence, active citizenship is the result of a relationship built on trust between a nation and its citizens, and therefore, according to Aaker (1996), a brand needs to portray reason for its consumers (citizens) to become loyal.

According to Hakala, Kantola & Lemmetyinen (2013), it is stated that an established image is a beneficial attribute in nation branding as it enhances the perceived nation brand and the international competitiveness of a country. Stock (2009, cited in Hakala, Kantola & Lemmetyinen, 2013) lists four principal motives as to why nations should achieve strong images: first, to attract tourists; second, to add worth and credibility to products manufactured in a country; third, to appeal to foreign investment; and fourth, to magnetize talented populations.

Also, as Dinnie (2008) states in his research on nation branding, it is vital for countries and nations to do research on internal and external audiences in order to gain insight into how their citizens and external investors perceive their country in order to avoid negative brand associations. In his opinion, there should be ongoing research conducted into a nation's brand and its brand equity, as just like an organization's brand, the equity and perception of a country exist in the minds of its citizens (Dinnie, 2008).

By exploring this matter, it will not only allow for understanding what South African citizens' perceptions are about the country's nation brand, but it will also aid in understanding the aspects that contribute in generating loyalty from citizens.

1.3 Research problem – Problem Statement

In terms of loyalty, South Africa's nation brand is in an unfortunate position in the eyes of its citizens (Moeng, 2019). Doctor Petrus de Kock (2017) mentions in the *Brand South Africa Research Report* that the implication for South Africa's Nation Brand is the fact that the

country's ranking has dropped to 38/50, and that South African citizens rank their own country 49/50 in 2017. De Kock (2017), also mentions that a long-term strategy and renewed perspective is needed to be implemented to enhance national performance and boost confidence both internationally and domestically. And as it is stated previously, in order to enhance national performance, citizens' perceptions towards South Africa have to improve in order for their loyalty towards the country can increase, which in return will aid the Government to improve South Africa's nation brand. By exploring this notion, entities can make use of this information to understand the loyalty levels of their consumers in order to strategize the way forward.

1.4 Research Goal and Research Question

Research Purpose Statement

The purpose of this study is to explore brand loyalty and the extent to which South African consumers are loyal to their nation's brand.

Primary Research Question

To what extent are South African citizens loyal to South Africa's nation brand?

Secondary Research Questions

- How is South Africa being portrayed through the eyes of its citizens?
- How loyal are South African citizens to South Africa as their country?
- What elements are causing distrust from South African citizens?

1.5 Objectives

- To explore the extent to which South Africans are loyal to the South African nation brand.
- To explore the elements which have an influence on South African citizens' perception.
- To explore whether South Africa's nation brand promotes loyalty amongst its citizens.

1.6 Theoretical Foundation

The theoretical foundation of a study offers the frame in order to organize what the researcher knows about the phenomenon (du Plooy-Cilliers, *et al.*). The Brand Equity model by David Aaker will be used to differentiate what is known to the researcher about brand

loyalty. According to Aaker (2013), brand equity is referred to as the value of obtaining a recognisable brand.

Brand Equity is one of the elements of a brand which leads it to greater financial value, and thus, makes the brand one of the company's most valuable assets (Menon, 2016). David Aaker (1996, cited in Menon, 2016) defines brand equity as a “*set of brand assets*” that are connected to a brand's symbol and name, which adds or subtracts from the value offered by a service or product. It provides value to a consumer as it increases their ability to process and interpret information, have confidence in their buying decision and it affects the quality of the overall experience (Menon, 2016). Aaker's model suggests that brand equity has four dimensions, namely brand awareness, brand association, perceived quality and, ultimately, brand loyalty (Aaker, 1996, cited in Menon, 2016). Once a brand recognizes the value of brand equity and where their brand stands in comparison to brand equity, then only can they follow the roadmap to manage potential value (Menon, 2016). Linking a brand to concepts such as assets and equity drastically changes the marketing function, allowing it to develop further than strategic tactics (Aaker, 2013).

The following diagram illustrates David Aaker's Brand Equity Model. The discussion of the various components follows below.

The Brand Equity Model by David Aaker

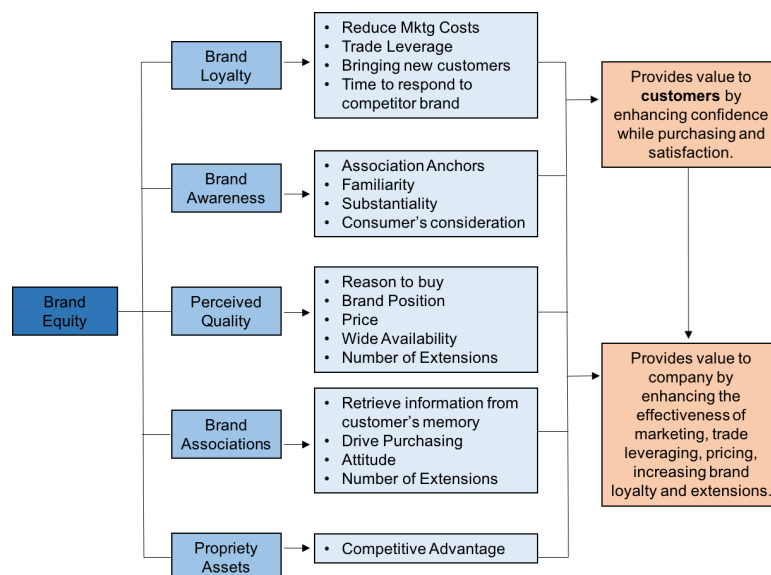


Figure 1 Brand Equity Model by David Aaker (1996)

Brand Loyalty

Brand loyalty refers to the consumer's commitment to the brand, and their repeat purchases of the brand over a period of time (Menon, 2016), therefore, also aiding in reducing marketing costs (Aaker, 2013). It is not to merely just retain existing consumers, but also to

attain new consumers (Menon, 2016) through reassurance and awareness (Aaker, 2013). Brand loyalty improves an organisation's brand equity as it gives an organisation time to respond to competitive threats (Aaker, 2013), and is a compilation of factors, such as consumer's perceived value, brand trust, consumer satisfaction, repeat purchase behaviour and commitment (Menon, 2016). Loyalty from consumers improves a brand's profitability due to the fact that the brand does not have to spend as much operational cost on retrieving the consumer's attention and loyalty (Menon, 2016). Word of mouth marketing through loyal consumers is one of the most optimal ways of marketing as consumers rather trust other consumers (Menon, 2016). The biggest attribute about having loyal consumers, is the fact that they are more open to new products launched by the brand, and they are more acceptable to when there is a mishap in the brand or its communication (Menon, 2016). Brand loyalty allows for a brand to build strong and deep relationships with its consumers (Menon, 2016).

Brand Awareness

Brand awareness refers to the degree of recognition and identification by the brand's potential consumers, as well as its accurate association to a particular category (Menon, 2016). The concept of brand awareness is a crucial element in product categories where they have multiple competitors, meaning that they have to make use of an array of media such as radio, television, outdoor advertising and/or digital media to advertise their brand (Menon, 2016). Brand awareness also allows consumers to become familiar with the brand, which leads the consumer to feel more comfortable with the brand, resulting in the consumer to choose familiarity over something unknown (Aaker, 2013). Visibility aids in gaining consideration (Aaker, 2013) and should be a continuous act in order to stay relevant in the memory of a brand's consumers and target audience (Menon, 2016). Brand awareness can be measured by two concepts, namely brand recall and brand recognition (Menon, 2016). Brand recall refers to a qualitative measure of how fit a brand name is associated with a product and its product class by the consumers, and is tested through interviews and surveys (Bhasin, 2018). And brand recognition entails the degree to which a broad-spectrum of consumers can identify a brand by its characteristics and qualities (Kenton, 2018).

Perceived Quality

Perceived quality signifies the level of quality that is associated with a brand in the consumer's mind because of previous experiences he/she had with the brand (Menon, 2016). Developing a robust brand image goes a long way in terms of increasing the brand's

perceived quality (Menon, 2016). The higher the consumer's perceived quality is of a brand, the more likely the consumer will be willing to consider buying a product/service of a brand (Menon, 2016). Furthermore, when consumers perceive a brand to be of high quality and the brand meeting their wants and needs, it leads the consumer to a satisfactory state where he/she is much likely to be loyal towards the brand (Falahat, Chuan & Kai , 2018)

Brand Association and Propriety Assets

One of the major assets of an organisation which adds to the brand's equity, is their competitive advantage over competing brands as it allows a brand to establish a strong and differentiated position in the market (Menon, 2016). It is the qualities of a brand which a consumer thinks of first when thinking about a specific brand (Menon, 2016) and gives the consumer a reason to invest or buy the product or service (Aaker, 2013). These associations are achieved through all means of communication they receive from the brand, whether it be intentional or not (Menon, 2016). This concept allows the brand's value to increase and for the brand to have higher brand equity (Menon, 2016). A brand can gain competitive advantage through lower cost, distinct differentiation (Menon, 2016) or through creating positive feelings or attitudes towards a brand (Aaker, 2013).

Due to the nature of the research, the selected framework will allow exploration of the research problem in an in-depth and subjective method, contributing towards better understanding concerning the research topic which focuses on brand loyalty.

2. Literature Review

This section entails a reviewed summary of previous literature in order to understand the broader concept of brand loyalty and the effect it has on a nation brand.

Literature Review and Conceptualisation

The purpose of reviewing literature is to refine the research collected, to help the researcher determine what the most important issues and elements to focus on, and to use it as a benchmarking tool to compare results (du Plooy-Cilliers, et al., 2014). The following section will provide an overview of the literature surrounding brand loyalty, brand perception, and nation branding. It will also look at South Africa's nation brand in order to comprehend where South Africa's brand is positioned in the minds of South Africans.

2.1 Conceptualisation

Table 1 Key Concepts

Concept	Classification
Brand	The term 'brand' can be described as an array of tangible and intangible characteristics designed to generate an identity and awareness and to shape the reputation and image of a service, product, person, organization or place (Sammut-Bonnici, 2015).
Brand South Africa	The authorized marketing agency chosen to endorse and promote the nation's brand. Their primary goal is to cultivate and implement a positive communication and marketing strategy for South Africa in order to create a positive and unified image of the nation (National Government, 2019).
Brand Equity	A set of properties of a brand and the responsibilities connected to the brand's name and image, which enhance or deduct from the value offered by a service or product (Menon, 2016).
Brand Perception	Brand perception is defined by what an audience and target audience thinks about a brand and is formed by the sum of the experiences the audience has had with the brand (Gregorio, 2017).
Brand Loyalty	Kopp (2019) defines brand loyalty as the optimistic associations consumers have towards a certain brand or product. Brand loyalty refers to consumers who display loyalty to a product or service through repeat purchases despite the competitor's efforts to attract their attention (Kopp, 2019).
Nation Branding	Olins (2004, cited in Hurn, 2016) states that a nation brand is a mindful and carefully thought through endeavor to portray a clear, consistent and ideologically conquered national identity.

2.2 The basics of brands

A brand is omnipresent; it infiltrates almost every aspect of a consumer's life: social, cultural, sport, economic, and even religion (Maurya & Mishra, 2012). In today's day and age,

organisations make use of branding to brand themselves, and their products and services (Menon, 2016). It is used as an instrument to promote and differentiate products, services, and organizations to secure profitability (Menon, 2016).

For a brand to be of significance to a consumer, it requires a long-term strategy which includes corporate involvement, appropriate levels of resources and skills (Maurya & Mishra, 2012). This long-term strategy includes a wide variety of suitable activities varying from product innovation to marketing communications (Sammur-Bonnici, 2015). The objective of this strategy is to create a reputation that differentiates the brand in the market to reduce competition, increase value chain development and build the brand's equity (Sammur-Bonnici, 2015). From the consumer's point of view, a brand is a promise of quality assurance and experience (Menon, 2016). A brand creates an emotional connection with the consumer as it lends trustworthiness to its products and services in order to help the consumer make 'the right buying decision' (Menon, 2016).

To achieve a trustworthy brand reputation in the eyes of consumers, it is evident that organizations have to understand the nature of branding to create, develop and protect the brand (Maurya & Mishra, 2012). Hence, according to Moore and Reid (2008, cited in Maurya & Mishra, 2012), doing a good amount of research on a brand and the branding process will allow for devotion to building a better understanding of brand preference, brand switching, brand extensions and, ultimately, brand loyalty.

2.3 Brand Perception

According to Smith (2015), brand perception is owned and determined by the consumers of a brand, therefore, in this case, a nation's brand perception is owned by the citizens of the country. Perception refers to the development by which individuals select, organize and interpret stimuli (Madichie, 2012) and are formed by the total of all the experiences the consumers have with a brand (Gad, 2019). It is then evident to say that perception is the process by which a consumer selects, organizes and interprets stimuli that are communicated by a brand. Each consumer interprets the meaning of stimuli according to his/her own bias, experiences and needs (Madichie, 2012). Brand perception as an element is vital to a brand and organisation as it is a true reflection of what consumers think about the brand (AdTaxi, 2019).

As figure 2 shows, according to Madichie (2012), perception occurs in three stages, namely exposure, attention, and interpretation. The Perception Process is how consumers process

information in order to create meaning to help them in their decision-making process (Madichie, 2012).

The Perception Process

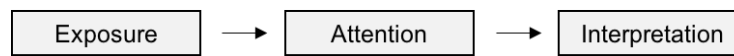


Figure 2 The Perception Process (Madichie, 2012)

Brand perception is no longer the brand's choice; the perception of a brand is based in the mind of the consumer (Smith, 2015). Therefore, it is imperative for brand managers to identify what the consumer's perception is of their brand in the market (AdTaxi, 2019). It is essential to then also understand what consumers' perceptions are about competing brands compared to their brand (Tuškej, 2014) in order to establish a strategy to compete in the market. According to Tuškej (2014), it is crucial for brands to comprehend that the tangible elements of a brand are no longer the only elements that need to be taken into consideration when competing for good brand perception in consumers' minds. The key to long-term success is in the brand's intangible emotional differentiation (Tuškej, 2014).

Brand perceptions are extremely important as it reflects what consumers think and feel about a brand, thus, consumers will choose the brand that depicts a positive brand perception (Barrett, 2018). Moreover, a consumer is more likely to then refer this brand to their friends and family (Barrett, 2018), and as stated above, consumers rely much strongly on word of mouth advertising than advertising campaigns (Menon, 2016).

Understanding factors that influence consumer loyalty has become a significant research topic in the past decade (Ferreira & Coelho, 2015). Loyal consumers proliferate the number of sales of an organization (Gwinner, *et al.*, 1998, cited in Ruiz-Molina & Gil-Saura, 2008), decrease communication cost for attracting new consumers (Payne & Frow, 2005, cited in Ruiz-Molina & Gil-Saura, 2008) and create brand equity (Bhattacharya & Sen, 2003, cited in Ruiz-Molina & Gil-Saura, 2008), which includes brand loyalty (Aaker, 1996, cited in Menon, 2016).

2.4 Brand Loyalty

According to Chinomona (2016), "*brand loyalty is a focal point of interest for marketing researchers and practitioners*", meaning that brand loyalty is an extremely significant and important element in marketing and branding. The concept of brand loyalty has gathered ample amounts of interest over time, with various organizations pursuing to create brand loyalty from their consumers (Chinomona, 2016). The reason being is because brand loyalty produces benefits, such as establishing barriers towards competition, generating more sales

and revenues, decreasing consumer acquisition cost and constraining consumers' vulnerability to marketing activities of competitors (Rundle-Thiele & Mackay, 2001, cited in Chinomona, 2016). In addition, a loyal consumer is a predictably less price sensitive (Keller & Lehmann, 2006, cited in, Chinomona, 2016), and the manifestation of a loyal consumer basis provides the organization with respected time to respond to the competition and their actions (Aaker, 1996, cited in Menon, 2016). It is then evident that for a brand to have a large number of loyal consumers, it is a competitive advantage in the market (Chinomona, 2016). The more a brand can separate itself from the competition, the less it has to compare and compete on price and differentiating factors, allowing the brand to achieve greater margins of success (Sheth & Koschmann, 2019). A loyal consumer base also produces favourable word of mouth (Dick & Basu, 1994, cited in Ferreira & Coelho, 2015).

In previous research, Dinnie (2008) states that loyalty is an essential part of brand equity in brands and nation branding. In the setting of nation brands, it is suggested that programs are needed to be implemented which enhance the levels of loyalty among the country's citizens, foreign consumers and tourists, trading partners, international organizations, and investors as it will instill national pride in a country, which, in result, will aid the country in building its brand as its most valuable advantage (Dinnie, 2008).

Given the importance of loyalty, previous research has explored brand loyalty's various elements, but for this study, only brand trust (Chaudhuri & Holbrook, 2001 cited in Ferreira & Coelho, 2015) as an element of brand loyalty will be explored.

2.4.1 Brand Trust

As stated above, brand trust is an element of brand loyalty. Extending brand trust in the concept of brand loyalty will aid the researcher as well as brand managers to better comprehend and address the imperative challenges in building trust in relationships with consumers (Hegner & Jevons, 2016), which will finally turn into loyalty. Trust can be defined as the degree to which a consumer has confidence in a brand to satisfy their needs (Chinomona, 2016). Chinomona (2016) states that *brand* trust, therefore, refers to the willingness of a consumer to rely on a brand's ability to perform its promised function. Existing literature displays that trust is more noticeable in circumstances of uncertainty (Chiu, *et al.*, 2010, cited in Chinomona, 2016). Consequently, the role of trust is, therefore, to eliminate uncertainty and put the consumer at ease (Chinomona, 2016). According to Hegner and Jevons (2016), trust is built on four building elements, such as competence, benevolence, predictability, and integrity.

2.5 Nation Branding

Nation branding refers to the development of planning, designing and communicating the identity and name of a country to build and manage its status with the objective to increase its international profile, which in turn results in an image that is recognized globally (Hurn, 2016). In marketing terms, the goal of nation branding is to promote consumers' loyalty by connection and association (Hurn, 2016).

The Nation Brand Hexagon



Figure 3 The Nation Brand Hexagon

Along with Simon Anholt, the GfK (Volos, 2018) created the Anholt-GfK Nation Brands Index (hereafter referred to as NBI), which aid governments and organizations to comprehend, measure and build robust national images and reputations (Volos, 2018). This model measures the quality and power of a nation's 'brand image' by merging the following dimensions: exports, governance, culture and heritage, people, tourism, and investment and immigration (Volos, 2018). The Nation Brand Hexagon tool offers a reliable framework for cross-country judgment against the key elements that have an impact on reputation (Volos, 2018). Therefore, one can determine where a nation's brand ranks and the reasons therefor.

National governments are resorting to branding practices in order to be able to differentiate their country and to gain a competitive advantage in the confidence that a significant nation brand can contribute to the country's development and sustainability (Jaffe & Nebenzahl, 2001, cited in Mendez, 2013). According to Herstein (2013, cited in Mendez, 2013), in today's day and age, it is the norm for countries to allocate appropriate budgets to create, build and maintain a significant nation brand. Furthermore, in this era of amplified global interaction, efficient nation branding has become an imperative for nations in order to grow their economic potential (Imran, 2017).

The act of nation branding is regarded as successful when the country's brand plays a significant role in the competitive, globalized market, where the brand is visible and distinct (Edwards & Ramamurthy, 2016). According to Edwards and Ramamurthy (2016), this is when a country is securing its space and attracting the attention of its target markets. Appropriate and significant nation branding results in a national identity which identifies as a 'sense of belonging' a person has towards a country, and where people are united by shared values and cultural features (Imran, 2017).

Overall, Anholt (2008, cited in Edwards & Ramamurthy, 2016) states it best, nation branding "*can make people see the country in a different light*". And it can only be done if a nation has a clear, unitary and uncomplicated identity which results in citizens, as consumers, to buy into (Edwards & Ramamurthy, 2016).

One can deduce from above that a country with a clear, unitary nation brand will result in consumers having a positive perception about it, which will more likely result in a sense of loyalty towards that nation as a brand.

2.6 Nation Branding in a South African context

According to the latest national survey by *Brand South Africa*, South Africa is primarily a young nation in terms of age and predominantly lives in Gauteng, the Western Cape and Kwazulu-Natal (Kock, 2017). The response, based on the survey, suggests that South Africans have an optimistic attitude towards the future and that they are viewed as aspirational (Kock, 2017). Also, according to Kock (2017), South Africans replied that they are "*proud of the country and its achievements*".

3. Methodology and Research design

3.1 Research Paradigm

A paradigm portrays a collection of beliefs and directs the researcher what it is that should be studied, how the researcher should go about the study, and how the results should be deciphered (du Plooy-Cilliers, Davis & Bezuidenhout, 2014). There are three core research traditions, namely positivism, interpretivism and critical realism (du Plooy-Cilliers, *et al.*, 2014). Positivism accepts that reality occurs separately from humans and that it is governed by unchallengeable laws (Rehman, 2016). The positivistic paradigm relies greatly on experimentation and hypotheses are presented to approach the data from a deductive perspective (Rehman, 2016). This paradigm makes use of and generates numerical data, and is, therefore, a quantitative research approach (Rehman, 2016).

Interpretivism, on the other hand, is developed as a response to the limitations of the application to social sciences of positivism (du Plooy-Cilliers, *et al.*, 2014). This paradigm rests mainly on the idea that humans are unlike objects, and that human beings cannot be studied in the same way that objects are studied (du Plooy-Cilliers, *et al.*, 2014). Interpretivism entails that social phenomena be comprehended through the senses of the participant instead of the researcher (Cohent *et al.*, 2007, p.27, cited in Rehman, 2016). Interpretive data is gathered through a qualitative approach with inductive theorizing in order to discover themes within the data to understand the phenomenon (Rehman, 2016).

Lastly, critical realism came into existence out of the frustration with positivism's non-humanistic focus, and interpretivism's relativist and subjective approach (du Plooy-Cilliers, *et al.*, 2014). This paradigm adapts and combines elements of both traditions in order to look at research in an objective and subjective manner (du Plooy-Cilliers, *et al.*, 2014). The aim of this paradigm is not simply to understand or explain society, but rather to change it (Patton, 2002, cited in Rehman, 2006). The critical realism paradigm makes use of qualitative and quantitative approaches to collect and analyse data (du Plooy-Cilliers, *et al.*, 2014).

This study used the interpretivism paradigm as this study aims to view consumers as human beings instead of objects in order to understand them as social phenomena. This paradigm is appropriate for the study as the researcher was then able to analyse the concept of brand loyalty from the consumer's perspective. As the researcher also lives in South Africa, the external reality cannot be comprehensible without being influenced by his/her own world view, concepts, and backgrounds (du Plooy-Cilliers, *et al.*, 2014). Therefore, reflecting the epistemological position of interpretivism.

3.2 Design/Conceptual Approach

Qualitative research relies on linguistic instead of numerical data and makes use of meaning-based forms of analysing data (Creswell, Ebersohn, Eloff, Ferreira, Invankova, Jansen, Nieuwenhuis, Pietersen, Plano Clark, 2016). This approach views social life in terms of processes in which it occurs rather than in static positions and makes use of exploratory research questions to understand phenomena (Creswell, *et al.*, 2016).

This study has adopted a qualitative design as a conceptual approach in order to align with the interpretive nature of the study. Furthermore, this study explored the extent to which South African citizens are loyal towards the South African nation brand, thus, aligning itself

with a qualitative approach in order to understand the phenomena from a human-centric point of view.

This cross-sectional research study is exploratory in nature and is non-empirical as it includes conceptual studies.

3.3 Population

- The **nature of the population** encompasses social artefacts included in the study (du Plooy-Cilliers, *et al.*, 2014). In this case, individuals were used as unit of analysis as it is the human-centric view that was explored.
- The **size of the population** refers to the number of individuals that will be included in the study (du Plooy-Cilliers, *et al.*, 2014). This study consists of three participants.
- The **unique characteristics of the population** aid in refining who will and will not be included in the research study in order for the social artefacts to align with the research purpose (du Plooy-Cilliers, *et al.*, 2014). The unique characteristics of the population for this study are people older than 18-years old, people living in South Africa and being South African citizens and South African citizens earning an income. These characteristics are important as citizens who earn an income, are likely to contribute to the country's economy, and it is fair to adhere to the opinions of citizens who abide by the country's law.
- The **target population** includes all South African citizens within the geographical area of Menlyn in Pretoria.
- The **accessible population** refers to the population which can be included into the study (du Plooy-Cilliers, *et al.*, 2014). Thus, the accessible population for this study will be South African citizens who live in Menlyn Pretoria and earn an income.

3.4 Sampling

Sampling refers to who the participants are, where they are, and how the researcher will collect the data (Creswell, *et al.*, 2016). The objects or people included in the research study are referred to as elements of the research study (du Plooy-Cilliers, *et al.*, 2014).

Non-probability sampling is used when it is a challenge to gain access to the whole population (du Plooy-Cilliers, *et al.*, 2014). Non-probability sampling is applicable to this study as the researcher was not able to gain access to all South African citizens being a part of the population.

Purposive sampling refers to when the researcher looks at a set list of characteristics and the research question in order to determine the population for the research (du Plooy-Cilliers, et al., 2014). As the research has a unique set of characteristics for its population, the researcher made use of purposive sampling in order to exclude elements that do not comprise of the characteristics. Purposive sampling assisted the researcher in this study to purposefully select participants in order for the data gathered to be relevant to the study.

3.5 Data-Collection Method

Semi-structured interviews make use of detailed questions and are developed in advance where the interviewer regulates the pace and asks these questions in a structured manner in order to ensure consistency among participants (Creswell, *et al.*, 2016). With semi-structured interviews, there are certain open questions asked with a prompt to further clarification in order to receive a fully detailed answer (Creswell, *et al.*, 2016). For this research, semi-structured interviews were used in order to maintain a structured pace, to achieve consistency among participants, but also to allow the participant to express himself/herself to a large extent. Furthermore, semi-structured interviews aided in the result of an in-depth understanding of the phenomenon being studied.

The semi-structured interviews with the three participants were recorded on a recording device after receiving consent from the respondents.

Refer to Appendix 1 and 2 for the interview guidelines and consent form which the participant needed to sign in order to take part in this research study.

3.6 Data Analysis Method

Thematic analysis is a qualitative research tool used for identifying, arranging, describing, and establishing themes and patterns found within data gathered (Nowell, Norris, White, Moules, 2017). Thematic analysis provides a flexible approach that can be adapted to the needs of a research study, hence, providing a detailed account of data (Nowell, et al., 2017). It is argued that thematic analysis is a useful method as it allows the researcher to examine the perspectives of different research participants, to highlight differences and similarities, and to generate unanticipated insights (Nowell, et al., 2017).

Thematic analysis is applicable as the data analysis method for this research study as it facilitated the researcher in identifying, organizing, describing, and establishing themes from the data gathered from the participants (Nowell, et al., 2017). Because interviews were used as the data gathering method for this study, thematic analysis made it possible for the

researcher to identify the main theme/pattern in participants' answers. This was appropriate as numerical data can not be retrieved from the interviews which were conducted, thus, establishing patterns and themes was the most efficient way to analyze the data.

The step-by-step approach for conducting a trustworthy thematic analysis (Nowell, et al., 2017):

Step 1: First and foremost, the researcher familiarised with the data collected by transcribing the recorded interviews conducted with the three participants.

Step 2: The researcher, then, revised the transcribed data collected by the three participants in order to create codes from the data. The researcher also made use of colour coding in order to streamline the process. Coding allowed the researcher to focus and simplify the characteristics of the information.

Step 3: By coding the data, it allowed the researcher to identify key themes presented in the data gathered, such as Inequality, Partly Loyal, Opportunity Leeway, Government Responsibility, and Job Creation.

Step 4: Hereafter, the researcher revised the themes identified in order to accurately reflect on them.

Step 5: The main themes were clearly defined and named to maintain consistency through the analysis period.

Step 6: After the researcher defined and analyzed the themes presented, the researcher reported the findings into an interpretation table in order to explain each theme and show how it is connected to the data.

3.7 Measures

The interview questions used in this research study were derived from previous questions and research done by *Brand South Africa* and their research reports as the brand strives to analyse and develop insights into the presentation and performance of the South African Nation Brand from an international and domestic point of view (Brand South Africa, 2019).

Interview questions were derived from articles such as the following:

- *The Nation Brand's Index 2017 – South Africa's global reputation* (Kock, 2017).
- *South Africa: A Brand of Optimists? – Findings from Brand SA's Domestic Perceptions Research* (Kock, 2015).

Both these articles form part of Brand South Africa's research.

4. Findings and Interpretations

4.1 Key Findings

Brand perception

- It is found that South Africans see their nation as a nation of inequality, with a vast divide between rich and poor people.
- From a South African citizen's point of view, the ideal South Africa is one with more jobs and job creation, which will result in a bigger sense of community, better citizen self-esteem, less poverty and crime, and overall, more equality.

Brand Loyalty

- It is found that citizens are loyal to the location of their upbringing, rather than to South Africa as a country.
- South Africans will move to a different country if the right opportunity presents itself.
- South Africans are loyal to South Africa, but not to the extent where they will stay in the country no matter the circumstances.

Nation Branding

- South African citizens believe that the South African Government can change how they feel about South Africa.
- South African citizens believe that a government dictates a country's image and nation brand.

4.2 Interpretations from interviews

Coding can be found in Appendix 4.

Table 2 Interpretation Table

<i>Interview Question</i>	<i>Concept</i>	<i>Theme Name</i>	<i>Explanation</i>	<i>Quotes from Interviews</i>	<i>Objectives</i>
If you think of South Africa, what comes to your mind first?	Brand Perception	Inequality	Inequality is the main concern of the participants in the sense that South Africans are not being treated or seen as equal. It is mentioned that there is a huge gap between the rich and the poor. Thus, from the interviews, it is perceived that South Africa's nation brand is one of inequality.	Participant 1: "living standards and uh its very like rich and very poor people, so the duality definitely is very evident in South Africa." Participant 2: "people aren't equal" "Discrimination." Participant 3: "they'll get a more equal job"	To explore the elements which has an influence on South African citizen's perception.
	<i>Finding</i>	It is found that South Africans see their motherland as a country of inequality, with a vast divide between rich and poor people.			

Do you see yourself as loyal to South Africa?	Brand Loyalty	Partly Loyal.	The participants all answered with a strong 'yes' to being asked whether they were loyal to South Africa, but in their explanation they diverted to an opposite answer. Also, they are more loyal to how they were raised in South Africa and where they grew up, rather than the country itself.	Participant 1: "I do, I think so in certain aspects... I'm not loyal in the sense of I am realistic because I have traveled internationally before and I think I know what's out there and what I want and I think I do long for more" Participant 2: "Yes, I will be loyal to South Africa... not to South Africa as such but I'm loyal to my upbringing here and who I am." Participant 3: "Yes, but it's slowly but surely decreasing."	To explore the extent to which South Africans are loyal to the South African nation brand.
		Opportunity leeway.	The participants are loyal to South Africa until they are presented with an opportunity to move	Participant 1: "I think I know like there's a lot out there. Especially in terms of	To explore the extent to which South Africans are loyal to the South African nation brand.

			elsewhere. Participants mentioned that they will take the opportunity to move to a different country if it is presented to them.	career and lifestyle overseas that we can't get here." Participant 2: "If an opportunity comes up where it can be better somewhere else, I will definitely um, think about it." Participant 3: "Um, if the right opportunity comes up, yes."	
	<i>Findings</i>	• Citizens are loyal to the location of their upbringing, rather than to South Africa as a country. • South Africans will move to a different country if the right opportunity presents itself. • South Africans are loyal to South Africa, but not to the extent where they will stay in the country no matter the circumstances.			
Who do you think can change how	Nation Branding	Government Responsibility.	The participants said that the South African Government is the element that can make them change how they	Participant 2: "obviously the government, um they have all the power at the moment in dictating if laws, how	To explore whether South Africa's nation brand promotes loyalty among its citizens.

you feel about South Africa?			feel about the country, as the Government dictates the laws in the country, and that they are the element that can restore the faith citizens have lost. They believe that the Government is responsible for South Africa's image and how the country is being portrayed.	laws are being applied in the country." Participant 3: "The government... Because they can restore the faith in everyone by changing their policies and their strategies towards, where they focus on."	
	<i>Findings</i>	• South African citizens believe that the South African Government can change how they feel about South Africa. • South African citizens believe that a government dictates a country's image and nation brand.			
Describe your ideal South Africa.	Brand Perception	Job creation	Participants said that their ideal South Africa would involve more jobs and the creation thereof. They mentioned that job creation would be the	Participant 1: "I think jobs, access to sanitation, people being involved in jobs, not just access but, there being a lot more stimulating projects and	To explore the elements which has an influence on South African citizen's perception.

			solution towards many of South Africa's problems. Participants believe that more jobs will result in a bigger sense of community, better citizen self-esteem, less poverty, less crime and less inequality.	upliftment and bigger sense of community because when you're working and you're involved, you have high healthy self-esteem, and you are more positive, you are more contributing." Participant 2: "So I think if job creation starts and a person can work on poverty there will be, crime is going to be less. A lot of problem are going to be less; inequality is going to be less." Participant 3: "more focus on future growth"	
	<i>Findings</i>	The ideal South Africa is one with more jobs and job creation, which will result in a bigger sense of community, better citizen self-esteem, less poverty and crime, and overall, more equality.			

4.3 Trustworthiness

Trustworthiness is critically testing the analysed data, findings and conclusion in qualitative research (Creswell, et al., 2016). There are four criteria that needs to be considered in pursuit of a trustworthy study: credibility, transferability, dependability and confirmability.

4.4 Credibility deals with how fitting the findings are with reality and how the researcher will ensure that the reader believes what is reported (Creswell, et al., 2016). To ensure credibility, the researcher needed to make use of a well-established research method, a fitted research design towards the research question, and a theoretical groundwork that aligns with the research methods and research question (Creswell, et al., 2016).

This study is credible as the research makes use of a qualitative approach, an interpretive paradigm in the epistemological approach, and David Aaker's Brand Equity Model which is a well-established theoretical framework. These elements all integrate with one another and corresponds with the research question: To what extent are South African citizens loyal to South Africa as a nation brand?

4.5 Transferability invites the reader to be able to make a connection between elements of the study and their own research or experiences (Creswell, et al., 2016). In order to increase the transferability of a study, the researcher should ensure that the participants are typical to the phenomena and context being studied, as well as ensuring that a complete understanding of the context is provided (Creswell, *et al.*, 2016).

This research study is transferable in the sense that the participants are include by a set of characteristics that make them typical to the study. Furthermore, the literature review in the study provides clear and holistic understanding of the phenomena being researched.

4.6 Dependability is exhibited through research design and how it is implemented; the structured detail of data gathering; and the reflective evaluation of the study (Creswell, *et al.*, 2016). This refers to how the researcher documents his/her process of capturing and analysing data in order for the reader to follow the researcher's train of thought (Creswell, *et al.*, 2016).

This research study will follow a step-by-step approach for analysing the data gathered, which includes transcription of interviews, reviewing the data, identifying main themes, and constantly reviewing the data to conclude to findings. Through this process, the researcher will document all findings to portray his/her train of thought.

4.7 Confirmability refers to the degree of neutrality to which the researcher has concluded to the final findings without influencing or shaping the participants input (Creswell, *et al.*, 2016). Strategies to reduce researcher bias are triangulation and for the researcher to not become involved with the selected participant (Creswell, *et al.*, 2016).

In this study, the interviews conducted with selected participants were timed in order to avoid the researcher and participant to establish a relationship. The thematic analysis of this research also excludes researcher bias as the transcribed material is present in the study.

5. Anticipated contribution

This study will allow South Africa to understand to what extent South African citizens are loyal to South Africa and its nation brand. It will allow South Africa to gain insight to what the citizens' perceptions are about the country. As stated previously, an established image is a beneficial attribute in nation branding as it enhances the international competitiveness of a country (Hakala, Kantola & Lemmetyinen, 2013). This study is able to provide understanding as to what South African citizens' perceptions are about the country's nation brand, as well as aid in understanding the aspects that contribute in generating loyalty from citizens.

6. Ethical considerations

In order to protect the participants' identities, their personal information was not requested, and all sensitive information is kept anonymous. All under 18 year-olds were excluded from the research in order to avoid uninformed consent from minors. Also, no incentives were provided for participants to partake in the interviews. Furthermore, all participants received a consent form to sign in order to ensure their identity's anonymity and safety. As mentioned, thematic analysis was used to analyse the data gathered from the participants, thus all information was recorded and transcribed, allowing no space for researcher bias towards the study. These recordings and transcriptions will be kept on the researcher's iCloud storage for at least 5 years. Lastly, as the interviews were recorded, the participants were made aware thereof and were asked to sign consent.

7. Limitations

The limitations with this study is that the accessible population does not reflect the whole population as the researcher was not be able to interview the majority of South Africans due to time limitations. Also, this study only focused on brand loyalty as an element which is only

one of the significant elements of David Aaker's Brand Equity Model (Aaker, 1996). Thus, South Africa's nation brand is only measured against its consumers' loyalty towards it, and not its brand awareness or other brand assets.

The interviews were conducted in a period where South Africa experienced severe challenges, such as the kidnapping of Amy'Leigh de Jager (Rood, 2019), the rape and murder of Uyinene Mrwetyana, Janika Mallo, Leighandre Jegels and Jesse Hess (Maphanga, 2019), the #ShutDownSandton protest (Grobler, 2019), and so much more. Thus, the interviewees perception of South Africa could have been distorted during the time the interview were held.

Conclusion

As Kock (2017) states, a nation's brand perception can only be developed and established through long-term consistency and the avoidance of abrupt internal changes. And in order for South Africa's reputation to be accomplished, businesses, the government, and citizens must reach a mutual level of understanding of the damage that has already occurred, and strategize on a medium-to-long-term brand recovery blueprint (Moeng, 2019). Also, as mentioned above, South Africans are proud of their nation (Kock, 2017), but to what extent are they loyal?

The primary research question for this study revolved around the extent to which South African citizens are loyal to South Africa's nation brand. This question is answered as it was found that citizens are loyal to the location of their upbringing, rather than to South Africa as a country, that South Africans will move to a different country if the right opportunity presents itself, and that South Africans are loyal to South Africa, but not to the extent where they will stay in the country no matter the circumstances.

The element causing this level of disloyalty is the South African Government as the participants believe that a government dictates a country's image and nation brand and that the South African Government can change how they feel about South Africa as their country. Research done by *Brand South Africa* and Kock argue the same train of thought, and their research shows that South African's rank their own country 49/50 (Kock, 2017) when it comes to the Government as they believe the Government has proven themselves to be dishonest (Kock, 2015).

Future studies can evaluate more than just brand loyalty as part of David Aaker's (1996) Brand Equity model. Future studies can assess South Africa's brand awareness

domestically and internationally, the country's perceived quality, and South Africa's brand associations and assets.

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Appendix 1 Consent Form



ANNEXURE C: EXPLANATORY INFORMATION SHEET AND CONSENT FORM FOR PARTICIPANTS

To whom it may concern,

My name is Janice Viljoen and I am a student at Vega Pretoria. I am currently conducting research under the supervision of Gene van Heerden about brand loyalty on South African citizens. I hope that this research will enhance our understanding of South African citizens and the extent to which they portray loyalty to their country. This study will be able to provide understanding as to what South African citizens' perceptions are about the country's nation brand, as well as aid in understanding the aspects that contribute in generating loyalty from citizens.

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 your opinion of South Africa is of value to this research study. If you decide to participate in this research, I would like to ask you a few questions about how you feel about South Africa.

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 opinion and feelings towards South Africa. 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 BA Honours in Strategic Brand Communication. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

What happens if I have more questions about the study?

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

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

My contact details are as follows:

Janice Viljoen

082 339 5778

viljoenjanice@gmail.com

The contact details of my supervisor are as follows:

Gene van Heerden

012 343 3669

vanheerden.gene@gmail.com

Appendix 2 Interview Guidelines

Interview Guide

The interview questions are adapted from various articles from *Brand South Africa* and the company's research reports.

Note:

The interviews will be held at Plan B coffee shop in Menlo Park.

The interviews will be semi-structured with open-ended question in order to allow the interviewee to express himself/herself to an extent in order to retrieve as much data/information needed.

It is recommended that a pilot test be done for the interview to ensure the interview stay in the suggested time period, and to ensure all questions are formulated correctly for the interviewee to understand.

Introduction

Hi, my name is Janice Viljoen and I am an honours student at Vega Independent Institution of Education in Pretoria. I am currently conducting research on South Africa's perception.

(If yes, the interview will continue)

The interview will take up to fifteen minutes to complete, if the allocated time is up, you are welcome to are free to go. There are no correct or incorrect answers, thus you may be as open and honest as possible.

(If the participant acknowledges this, the interview will continue)

I do need to ask you to sign a consent form so that you are ensured of the safety of your personal information. Any of your details will be kept anonymous. Also, if it is fine by you, I would like to record our conversation so that I can evaluate all the information shared. It will be of great value to my research study if I can do so.

(If the participant acknowledges this, the interview will continue)

Interview Questions

Screening question:

Are you a South African citizen?

If yes, continue with the interview.

1. Are you currently employed?
If yes, continue with the interview.
2. If you think of South Africa, what comes to mind first?
(Prompt - What makes you think of this?)
3. Do you see yourself as 'loyal' to South Africa?
(Prompt - Why do you say so?)
4. Who do you think can change how you feel about South Africa?
(Prompt - Why have you chosen ---?)
5. Do you have any plans to move out of South Africa?
(Prompt - Why would you/would you not?)
6. Please describe your 'ideal' South Africa.

Appendix 3 Interview Transcripts

Interview 1

Interviewer	Are you a South African citizen?
Participant	Yes, I am.
Interviewer	Are you currently employed?
Participant	Yes, I am.
Interviewer	So, if you think of South Africa, what comes to your mind first?
Participant	The South African flag. Rugby. Um I think of a divide, um of living standards and uh its very like rich and very poor people, so the duality definitely is very evident in South Africa. Um but we have a really good lifestyle I think that can't be neglected to say that, and friendly people.
Interviewer	So all of this that you've mentioned, what exactly makes you think of this?
Participant	I think, obviously there is a lot that I am not saying, but what I mentioned is my daily experience. It's my area of living, it's my experience of my education and all those things, so there is, I said duality because I drive past it on my way to gym and I say that there is friendly people cause that's who I engage with but I'm sure there's a lot of other bad things happening, but that's not in my life. Like I've chosen to make my life look that way.
Interviewer	Okay, so do you see yourself as loyal to South Africa?
Participant	I do, I think so in certain aspects cause I like buying locally produced products and supporting like um local manufacture and giving back to the community in that way and I think I do make an effort to um donate and, or learning on helping anywhere I can. But um, I think I'm not loyal in the sense of I am realistic because I have traveled internationally before and I think I know what's out there and what I want and I think I do long for more, yes.
Interviewer	So who do you think can change how you feel about South Africa?

Participant	I think, obviously there is a lot um that can be done, but the constitution is pretty sound in my personal opinion, like we really are clued up in that regard but I think anything that is changeable is not really changeable that people are saying now what's going on in the media cause it stems from apartheid. Like, people say the gender base violence starts at catcalling, but it's not. It's about the poverty that begins uh or stem from a lack of education, lack of opportunities and that. Um, I think the only person that can make me change my experience of South Africa is me, to be honest. I'm accountable for my own life, my own lifestyle choices. Like I take my dogs to the park every single day, and that makes me happy, and I feel safe at that park. So I think, sometimes it's beyond our means to um like if you're living in desperate uh living standards, obviously it's hard to be happy. But I am of the opinion that I have a very good lifestyle and I am happy on a day to day basis.
Interviewer	So why would you say you have chosen, so you choose yourself as the thing or the person that can change your perception of South Africa?
Participant	Why do I say that?
Interviewer	No, so I'm saying so you day that, so why do you say that?
Participant	I think because I am responsible for my own income, I am not a child anymore so I think I'm realizing that more so than ever. It's also obviously dependent on my parents for what they've been able to provide me with to this point or the platform and foundation for what I do with my life hereafter and the opportunities they've given me. Um but I think it's just very much me thinking, two people can experience the reality the same way um and you just have to make the best of it, I think I am very in touch with what's happening in South Africa good and bad, but while I'm living here, I'm going to rather focus on the positive.
Interviewer	Okay, so do you have any plans to move out of South Africa?
Participant	While my dad is currently living in Qatar, he immigrated more than a year ago. Only because the job market has changed so much and it's hard to make money the way we used to. So we're working a lot harder and getting a lot less money. My mom is moving in December, so that does make me question um, or make me try think into the future. Like, why am I staying, or can I go. Do I have opportunities, where am I going to get a

	job, what will my life look like, all those questions a young person looks at like more on a long-term scale. Um but they very much make me feel like, like it is my own choice and it is my life. And we've always been really positive about South Africa, um my parents have really tried to push that on to me. Especially when you're not in a position to immigrate. That's really all you can do. Um but, it is on the table. I think whatever presents itself. Trying to be as neutral as possible. like, whatever the best decision would be, I would be very sad to leave I think.
Interviewer	Why would you say that?
Participant	Because I think I know like there's a lot out there. Especially in terms of career and lifestyle overseas that we can't get here. Um, but there are other things. Like you're not going to have a big yard, you're not going to have the luxuries that we have here, there. A lot of the things we take for granted. Like, we love our dogs and we walk them and we do all these things, but over there you might not be able to have a pet or, I don't know what else. But it just feels very restrictive. The buildings are very small, it's very indoors, the bad weather would be like really bad for me to be able to adjust. So little things that I think we take for granted, that you have to keep in perspective I think.
Interviewer	And then my last question is, please describe your ideal South Africa.
Participant	Mmm, ja. I think one filled with people that have hope. People that have living standards and access to um central services and their basic Maslow's hierarchy of needs. Like water, housing shelter, food, all those things. They have job opportunities, they have education, they have access to, like a fully functioning country that is not like over shadowed by this negativity of the past and hatred because, you can say it's in the past but it's a part of their culture and they, a lot of South Africans really value their ancestors and they feel that so closely because it impacts, I mean everyone in their family. So I think, yo, I think that would be a South Africa we can't even dream of, because we have so many new resources. Ja so I think jobs, access to sanitation, people being involved in jobs, not just access but, there being a lot more stimulating projects and upliftment and bigger sense of community because when you're working and you're involved, you have high healthy self-esteem, and you are more positive, you are more contributing. But we have such a huge part of the population not working, so it's a low vibration. It's very negative and hateful, and I think um. The last thing I want to say, I don't know if I

	will say it properly, but complete transparency and no um not propaganda but just everyone could be on like the same level of opportunity. Like overseas.
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Interview 2

Interviewer	Are you a South African citizen?
Participant	Yes
Interviewer	Are you currently employed?
Participant	Yes, I'm self-employed.
Interviewer	If you think of South Africa, what comes to your mind first?
Participant	Um, rainbow nation. Crime. Discrimination.
Interviewer	What makes you think of these words?
Participant	Um, because there was a period that the transition from the old ways to the new ways being a new South Africa, being in a democratic South Africa was very positive. But unfortunately, things didn't turn out that way. So now we're sitting in a position where we're actually not in a democratic country even though we are saying we are, because there is a lot of injustice, there's a lot of crime, um people aren't equal, genders aren't equal. So um things haven't improved, I think it has just gotten worse, basically.
Interviewer	So, do you see yourself as loyal to South Africa?
Participant	Yes, I will be loyal to South Africa, because I also don't believe um, I don't believe that a country dictates to me who and what I should be. So I'm loyal to South Africa, not to South Africa as such but I'm loyal to my upbringing here and who I am.
Interviewer	So who do you think can change how you feel about South Africa?
Participant	Um, obviously the government, um they have all the power at the moment in dictating if laws, how laws are being applied in the country. They are dictating poverty, they are dictating equality, they are dictating the mood of industry, the mood of our economical state of the country. So that plays a huge part in the way, I think why a lot of people are negative because as soon as it hits your pocket and as soon as it hits your family,

	things like crime, things like having money in your purse and you can't buy, things like not having equal rights. Those things effect a person's um, life and it effects your emotions and your happiness at the end of the day.
Interviewer	And do you have any plans to move out of South Africa?
Participant	Not at the moment, but I don't think, it's not something that "I will never move". I don't have a view of "I'll never move". If an opportunity comes up where it can be better somewhere else, I will definitely um, think about it. But at the moment, no. at the moment I also believe that you work on the circle of influence that you have basically. But it's not something that I will not consider. I will definitely consider it if an opportunity arises.
Interviewer	And then, please describe your ideal South Africa.
Participant	I think an ideal South Africa would be um, true democracy. Really saying that there is equality because I didn't agree with the previous regime, the old ways of doing things. I didn't agree with that as well. I think the country was less lawless and there was more positives economics wise and business wise, but there was a lot of injustice. I think it would be great if the plans that's on paper, if it can be implemented. I think that will be great. And I think all countries have problems, but I think if we can deal with poverty in our country and job creation, I think if we do that a lot of things will change. Because I think a lot of the problems we do have at the moment comes from the point that um, there's not enough jobs. And people are living way below the scale that you can actually earn a living and live a decent life with the earnings that you get. So I think if job creation starts and a person can work on poverty there will be, crime is going to be less. A lot of problem are going to be less, inequality is going to be less. There's a lot of things that you are going to sort out with that, basically. And then um, all those things of saying that we're a democratic country could fall into place.
Interviewer	Thank you for your time.

Interview 3

Interviewer	Are you a South African citizen?
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Participant	Yes
Interviewer	Are you currently employed?
Participant	Yes
Interviewer	If you think of South Africa, what comes to your mind first?
Participant	It's burning down.
Interviewer	What makes you think of this?
Participant	The news and smoke going all around and uneducated people all around as the government doesn't spend their money where should be. It would be better to spend it more on educating the people and they'll get a more equal job, um opportunities for everyone instead of having to employ something like BEE.
Interviewer	And do you see yourself as loyal to South Africa?
Participant	Yes, but it's slowly but surely decreasing.
Interviewer	Why do you say so?
Participant	Because of all of the faith we put in the country is sad, but unfortunate that everyone kind of just wants to look after themselves instead of the future and what's important to grow the country to become where to ... grow the country to grow... that doesn't make sense. To grow the country towards a better future. And efficiently instead of just playing the um entitlement card, like everybody is doing.
Interviewer	So who do you think can change how you feel about South Africa?
Participant	The government.
Interviewer	Why have you chosen the government?
Participant	Repeat that please?
Interviewer	Why would you choose the government to change how you feel about South Africa?

Participant	Because they can restore the faith in everyone by changing their policies and their strategies towards, where they focus on. Like for instance, having such big taxes on imports and exports. It kind of, restricts the country from making a lot more money and as well as employing people into jobs they're not qualified for instead of trying to train the future generation to be able to apply for a job. That and thrive in it with the right education.
Interviewer	And do you have any plans to move out of South Africa?
Participant	Um, if the right opportunity comes up, yes.
Interviewer	Okay, and then lastly, please describe your ideal South Africa.
Participant	Ideal South Africa would be ... the government actually being re-strategized and that a focus on different home affairs and um government uh, government projects are really a main focus among the government and what the... how they want to grow and improve and have a better standard towards their properties and so on and the things they regulate. Um as well as more focus on future growth instead of what they can fix now which actually ends up resorting in a bigger problem later.
Interviewer	Thank you so much for your time.

Appendix 4 Coding from Interviews

Interview 1 - Laura

Brand Perception Inequality	Interviewer	Are you a South African citizen?
	Participant 1	Yes, I am.
	Interviewer	Are you currently employed?
	Participant	Yes, I am.
	Interviewer	So, if you think of South Africa, what comes to your mind first?
	Participant	The South African flag. Rugby. Um I think of a divide, um of living standards and uh its very like rich and very poor people, so the duality definitely is very evident in South Africa. Um but we have a really good lifestyle I think that can't be neglected to say that, and friendly people.
	Interviewer	So all of this that you've mentioned, what exactly makes you think of this?
	Participant	I think, obviously there is a lot that I am not saying, but what I mentioned is my daily experience. It's my area of living, it's my experience of my education and all those things, so there is, I said duality because I drive past it on my way to gym and I say that there is friendly people cause that's who I engage with but I'm sure there's a lot of other bad things happening, but that's not in my life. Like I've chosen to make my life look that way.
Brand Loyalty Partly Loyal Opportunity Leeway	Interviewer	Okay, so do you see yourself as loyal to South Africa?
	Participant	I do, I think so in certain aspects cause I like buying locally produced products and supporting like um local manufacture and giving back to the community in that way and I think I do make an effort to um donate and, or learning on helping anywhere I can. But um, I think I'm not loyal in the sense of I am realistic because I have traveled internationally before and I think I know what's out there and what I want and I think I do long for more, yes.
Nation Branding Government Responsibility	Interviewer	So who do you think can change how you feel about South Africa?
	Participant	I think, obviously there is a lot um that can be done, but the constitution is pretty sound in my personal opinion, like we really are clued up in that regard but I think anything that is changeable is not really changeable that people are saying now what's going on in the media cause it stems from apartheid. Like, people say the gender base violence starts at catcalling, but it's not. It's about the poverty that begins uh or stem from a lack of education, lack of opportunities and that. Um, I think the only person that can make me change my experience of South Africa is me, to be honest. I'm accountable for my own life, my own lifestyle choices. Like I take my dogs to the park every single day, and that makes me happy, and I feel safe at that park. So I think, sometimes it's beyond our means to um like if you're living in desperate uh living standards, obviously it's hard to be happy. But I am of the opinion that I have a very good lifestyle and I am happy on a day to day basis.
	Interviewer	So why would you say you have chosen, so you choose yourself as the thing or the person that can change your perception of South Africa?

Partly Loyal	Participant	why do I say that?
	Interviewer	No, so I'm saying so you say that, so why do you say that?
	Participant	I think because I am responsible for my own income, I am not a child anymore so I think I'm realizing that more so than ever. It's also obviously dependent on my parents for what they've been able to provide me with to this point or the platform and foundation for what I do with my life hereafter and the opportunities they've given me. Um but I think it's just very much me thinking, two people can experience the reality the same way um and you just have to make the best of it, I think I am very in touch with what's happening in South Africa good and bad, but while I'm living here, I'm going to rather focus on the positive.
	Interviewer	Okay, so do you have any plans to move out of South Africa?
	Participant	While my dad is currently living in Qatar, he immigrated more than a year ago. Only because the job market has changed so much and it's hard to make money the way we used to. So we're working a lot harder and getting a lot less money. My mom is moving in December, so that does make me question um, or make me try think into the future. Like, why am I staying, or can I go. Do I have opportunities, where am I going to get a job, what will my life look like, all those questions a young person looks at like more on a long-term scale. Um but they very much make me feel like, like it is my own choice and it is my life. And we've always been really positive about South Africa, um my parents have really tried to push that on to me. Especially when you're not in a position to immigrate. That's really all you can do. Um but, it is on the table. I think whatever presents itself. Trying to be as neutral as possible. like, whatever the best decision would be, I would be very sad to leave I think.
	Interviewer	Why would you say that?
	Participant	Because I think I know like there's a lot out there. Especially in terms of career and lifestyle overseas that we can't get here. Um, but there are other things. Like you're not going to have a big yard, you're not going to have the luxuries that we have here, there. A lot of the things we take for granted. Like, we love our dogs and we walk them and we do all these things, but over there you might not be able to have a pet or, I don't know what else. But it just feels very restrictive. The buildings are very small, it's very indoors, the bad weather would be like really bad for me to be able to adjust. So little things that I think we take for granted, that you have to keep in perspective I think.
	Interviewer	And then my last question is, please describe your ideal South Africa.
	Participant	Mmm, ja. I think one filled with people that have hope. People that have living standards and access to um central services and their basic Maslow's hierarchy of needs. Like water, housing shelter, food, all those things. They have job opportunities, they have education, they have access to, like a fully functioning country that is not like over shadowed by this negativity of the past and hatred because, you can say it's in the past but it's a part of their culture and they, a lot of South Africans really value their ancestors and they feel that so closely because it impacts, I mean everyone in their family. So I think, yo, I think that would be a South Africa we can't even dream of, because we have so many new resources. Ja so I think jobs, access to sanitation, people being involved in jobs, not just access but, there being a lot more stimulating projects and upliftment and bigger sense of community because when you're working and you're involved, you have high healthy self-esteem, and you are more positive, you are more contributing. But we have such a huge part of the population not working, so it's a low vibration. It's very negative and hateful, and I think um. The last thing I want to say, I don't know if I will say it properly, but complete transparency and no um not propaganda but just everyone could be on like the same level of opportunity. Like overseas.

Interview 2 – Charmaine

	Interviewer	Are you a South African citizen?
	Participant	Yes
	Interviewer	Are you currently employed?
	Participant	Yes, I'm self-employed.
	Interviewer	If you think of South Africa, what comes to your mind first?
Brand Perception Inequality	Participant	Um, rainbow nation. Crime. Discrimination.
	Interviewer	What makes you think of these words?
	Participant	Um, because there was a period that the transition from the old ways to the new ways being a new South Africa, being in a democratic South Africa was very positive. But unfortunately, things didn't turn out that way. So now we're sitting in a position where we're actually not in a democratic country even though we are saying we are, because there is a lot of injustice, there's a lot of crime, um people aren't equal, genders aren't equal. So um things haven't improved, I think it has just gotten worse, basically.
Brand Loyalty Partly Loyal Opportunity Leeway	Interviewer	So, do you see yourself as loyal to South Africa?
	Participant	Yes, I will be loyal to South Africa, because I also don't believe um, I don't believe that a country dictates to me who and what I should be. So I'm loyal to South Africa, not to South Africa as such but I'm loyal to my upbringing here and who I am.
Nation Brand Government Responsibility	Interviewer	So who do you think can change how you feel about South Africa?
	Participant	Um, obviously the government, um they have all the power at the moment in dictating if laws, how laws are being applied in the country. They are dictating poverty, they are dictating equality, they are dictating the mood of industry, the mood of our economical state of the country. So that plays a huge part in the way, I think why a lot of people are negative because as soon as it hits your pocket and as soon as it hits your family, things like crime, things like having money in your purse and you can't buy, things like not having equal rights. Those things effect a person's um, life and it effects your emotions and your happiness at the end of the day.
Partly Loyal	Interviewer	And do you have any plans to move out of South Africa?
	Participant	Not at the moment, but I don't think, it's not something that "I will never move". I don't have a view of "I'll never move". If an opportunity comes up where it can be better somewhere else, I will definitely um, think about it. But at the moment, no. at the moment I also believe that you work on the circle of influence that you have basically. But it's not something that I will not consider. I will definitely consider it if an opportunity arises.
Brand Perception Job Creation	Interviewer	And then, please describe your ideal South Africa.
	Participant	I think an ideal South Africa would be um, true democracy. Really saying that there is equality because I didn't agree with the previous regime, the old ways of doing things. I didn't agree with that as well. I think the country was less lawless and there was more positives economics wise and business wise, but there was a lot of injustice. I think it would be great if the plans that's on paper, if it can be implemented. I think that will be great. And I think all countries have problems, but I think if we can deal with poverty in our country and job creation, I think if we do that a lot of things will change. Because I think a lot of the problems we do have at the moment comes from the point that um, there's not enough jobs. And people are living way below the scale that you can actually earn a living and live a decent life with the earnings that you get. So I think if job creation starts and a person can work on poverty there will be, crime is going to be less. A lot of problem are going to be less, inequality is going to be less. There's a lot of things that you are going to sort out with that, basically. And then um, all those things of saying that we're a democratic country could fall into place.
	Interviewer	Thank you for your time.

Interview 3 – Marius

	Interviewer	Are you a South African citizen?
	Participant	Yes
	Interviewer	Are you currently employed?
	Participant	Yes
Brand Perception Inequality	Interviewer	If you think of South Africa, what comes to your mind first?
	Participant	It's burning down.
	Interviewer	What makes you think of this?
	Participant	The news and smoke going all around and uneducated people all around as the government doesn't spend their money where should be. It would be better to spend it more on educating the people and they'll get a more equal job, um opportunities for everyone instead of having to employ something like BEE.
Brand Loyalty Partly Loyal Opportunity Leeway	Interviewer	And do you see yourself as loyal to South Africa?
	Participant	Yes, but it's slowly but surely decreasing.
	Interviewer	Why do you say so?
	Participant	Because of all of the faith we put in the country is sad, but unfortunate that everyone kind of just wants to look after themselves instead of the future and what's important to grow the country to become where to ... grow the country to grow... that doesn't make sense. To grow the country towards a better future. And efficiently instead of just playing the um entitlement card, like everybody is doing.
Nation Branding Government Responsibility	Interviewer	So who do you think can change how you feel about South Africa?
	Participant	The government.
	Interviewer	Why have you chosen the government?
	Participant	Repeat that please?
	Interviewer	Why would you choose the government to change how you feel about South Africa?
	Participant	Because they can restore the faith in everyone by changing their policies and their strategies towards, where they focus on. Like for instance, having such big taxes on imports and exports. It kind of, restricts the country from making a lot more money and as well as employing people into jobs they're not qualified for instead of trying to train the future generation to be able to apply for a job. That and thrive in it with the right education.
Partly Loyal	Interviewer	And do you have any plans to move out of South Africa?
	Participant	Um, if the right opportunity comes up, yes.
Brand Perception Job Creation	Interviewer	Okay, and then lastly, please describe your ideal South Africa.
	Participant	Ideal South Africa would be ... the government actually being re-strategized and that a focus on different home affairs and um government uh, government projects are really a main focus among the government and what the... how they want to grow and improve and have a better standard towards their properties and so on and the things they regulate. Um as well as more focus

	on future growth instead of what they can fix now which actually ends up resorting in a bigger problem later.
Interviewer	Thank you so much for your time.

Annexure 1 Concept Document Table

Research Purpose	Primary Research Question	Research Rationale	Seminal Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection	Ethics	Anticipated Findings
The purpose of this study is to explore brand loyalty and the extent to which South African consumers are loyal to their nation's brand.	Primary: To what extent are South African citizens loyal to South Africa as a nation brand? Secondary: How is South Africa being portrayed through the eyes of its citizens? How loyal are South African citizens to South Africa as their country?	By exploring this matter, it will not only allow for understanding what South African citizens' perceptions are about the country's nation brand, but it will also aid in understanding the aspects that contribute in generating loyalty from citizens.	David Aaker	<u>Literature:</u> Brand communication , brand image and trust as antecedents of brand loyalty in South Africa. Brand Trust: a cross-national validation. The influence of brand experience on brand satisfaction, trust and attachment in South Africa.	Interpretivism focusing on the epistemological position. This paradigm will allow the researcher to be able to analyse the concept of brand loyalty from the consumer's perspective. As the researcher also lives in South Africa, the external reality cannot be comprehensive without being influenced by his/her own world view, concepts and backgrounds.	Qualitative conceptual approach. Population Nature: Humans Size: 3 Characteristic: South African and earns an income. Accessible: In Menlyn Pretoria.	For this research, structured interviews will be used in order to maintain a structured pace and to achieve consistency among respondents.	No personal information requested, consent forms, no under 18 participants, recorded, sensitive information will be kept anonymous.	This research anticipates to find to what extent South African consumers are loyal to their nation as a brand. It is predicted that the result will be that South African citizens are not as loyal to their country and its brand.
Research Problem	Secondary Questions OR Objectives	Key Concepts	Key Theories						
South Africa has a brand perception crisis which needs to be addressed openly.	To explore the extent to which South Africans are loyal to the South African nation brand. To explore how South Africa is perceived by its citizens. To explore whether South Africa's nation brand promotes loyalty amongst its citizens.	Brand perception Nation branding Brand Loyalty	David Aaker's Brand Equity Model – Focusing on Brand Loyalty.	Sampling	Data Analysis Methods	Limitations	Anticipated Contributions		
				Non-probability sampling. Sample method: Purposive sampling. Size: 3 respondents.	Thematic Analysis will be used in order to identify themes and patterns in the data collected.	Not all South Africans will be able to form part of the study. Thus, accessible population is not representative of entire population.	This study will be able to provide understanding as to what South African citizens' perceptions are about the country's nation brand, as well as aid in understanding the aspects that contribute in generating loyalty from citizens.		

Annexure 2 Ethics Clearance Letter



August 27, 2019

Student name: Janice Viljoen

Student number: 15018988

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

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Annexure 3 Participant Consent forms

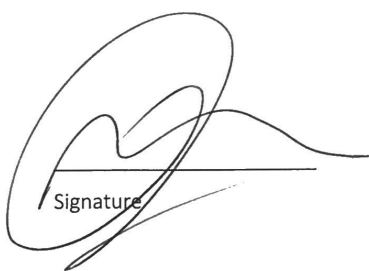


Consent form for participants

I, Charmaine Viljoen, agree to participate in the research conducted by Janice Viljoen about brand loyalty on South African citizens.

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

4 / 9 / 2019
Date



Consent form for participants

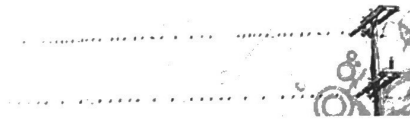
I, Marinus Labuschagne, agree to participate in the research conducted by Janice Viljoen about brand loyalty on South African citizens.

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

7/09/2019
Date



Consent form for participants

I, Laura van der Haer, agree to participate in the research conducted by Janice Viljoen about brand loyalty on South African citizens.

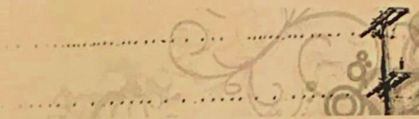
This research has been explained to me and I understand what participation in this research will involve. I understand that:

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

4 / 09 / 2019
Date

Annexure 4 Pilot Test Participant Consent Form



Consent form for participants

I, Daniela Vilar, agree to participate in the research conducted by Janice Viljoen about brand loyalty on South African citizens.

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

2/09/2019

Date

Annexure 5 Originality Report

RESM8419_2019_ALL_VGPT - RESM8419_VGPT1

Research Report 1

Janice Viljoen on Fri, Oct 25 2019, 11:35 AM



9% highest match

Submission ID: 7edd2b3a-0409-4fbc-ba12-1d435ab11840

RESM POE 15018988....

Word Count: 13,814

Attachment ID: 2263906012

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