



A quantitative study on the influence of Corporate Social Responsibility on South African Millennial's brand resonance with fuel brands within the South African market.

By

Margaretha Christina Steyn [REDACTED]

A research project submitted in fulfilment of the requirements for the Honours BA Strategic Brand Communication

at the

Independent Institute of Education: Vega School

Supervisor: Michele O'Hara

Module: RESE8419w

Word count: 12244

Submission date: 05 November 2022

Declaration:

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.

Table of Contents

Declaration:	2
Abstract:	6
Chapter 1: Introduction	7
Introduction:	7
Title:	7
Contextualisation:	7
Rationale:	8
Problem Statement:	8
Purpose Statement:	9
Research Questions:	9
Primary Research Question:.....	9
Sub Questions:.....	9
Research Objectives:	9
Conclusion:	10
Chapter 2: Literature Review	11
Introduction:	11
Theoretical Framework:	11
Carroll's Pyramid Model of CSR:.....	11
Keller's Customer-Based Brand Equity Model:	13
Conclusion:	14
Key Concepts:	15
Brand loyalty:	15
Brand Resonance:.....	15
Brand Equity:	15
CSR:.....	15
Literature Review:	16
Brand Loyalty amongst South African Petrol Consumers:	16
Millennials purchasing behaviour and CSR:	16
CSR and Brand Equity:	17
Fuel Brand's CSR initiatives:	17
Shell CSR initiatives:	18
Engen's CSR initiatives:.....	22
BP CSR initiatives:	23
Caltex CSR initiatives:	24
Sasol CSR initiatives:	25
Total CSR initiatives:	25
Conclusion:	26
Chapter 3: Research Design and Methodology	27
Introduction:	27

Paradigm:	27
Research design and approach:.....	28
Population:	29
Sampling Method:.....	29
Data-collection Method:.....	30
Data-analysis Method:	31
<i>Data Findings and Interpretation:</i>	<i>35</i>
Section 1: Screening questions:.....	35
Section 2: Brand resonance	35
Section 3: Repeat purchasing drivers.....	44
Section 4: CSR initiatives.....	50
Correlation findings:.....	55
<i>Research Question, Problem, Hypotheses/Objectives Addressed:</i>	<i>60</i>
<i>Chapter 4: Conclusion:</i>	<i>61</i>
Introduction:.....	61
Validity and reliability:	62
Implications of findings for future practices:	63
Anticipated Contribution and Heuristic Value:.....	63
Ethical considerations:.....	63
Limitations:.....	64
Final Remark:	64
<i>Reference List:</i>	<i>67</i>
<i>Annexure X – Internal Annexure 2022:</i>	<i>70</i>
<i>Data collection instrument/tool:</i>	<i>73</i>
Online Survey:.....	73
<i>Annexure Z: Ethics Letter Approval:.....</i>	<i>86</i>
<i>Annexure E(b): Research Consent Form:</i>	<i>88</i>
<i>Disclaimer of self-administered survey:</i>	<i>92</i>

List of figures:

Figure 1: Carroll. B. 1991. Carroll's CSR pyramid. (Carroll, 1991)	11
Figure 2: Keller, K. 1993. Keller's CBBE model. (Keller, 1993)	13
Figure 3: Shell. 2021. Responsible Energy. (Royal Dutch Shell, 2021).....	18

Figure 4: Shell. 2021. Social Investment per region. (Royal Dutch Shell, 2021).....	18
Figure 5: Shell. 2021. Social Investment. (Royal Dutch Shell, 2021).....	19
Figure 6: Shell. 2021. Feedback Received. (Royal Dutch Shell, 2021)	20
Figure 7: Shell. 2021. Complaints. (Royal Dutch Shell, 2021)	21
Figure 8: BP. 2021. Community Feedback. (BP Sustainability Report, 2021).....	24
Figure 9: Preferred fuel brand.....	35
Figure 10: Customer experience	36
Figure 11: Referral to family and friends	37
Figure 12: Mode of Friends and Family Referrals	38
Figure 13: Last 10 refills.....	39
Figure 14: Average last 10 refills	40
Figure 15: Purchase loyalty.....	41
Figure 16: Total brand resonance	42
Figure 17: Total brand resonance per fuel brand	43
Figure 18: Repeat purchasing driver.....	44
Figure 19: Illegal operations	46
Figure 20: Environment.....	47
Figure 21: Community	48
Figure 22: Donations	48
Figure 23: Total CSR.....	49
Figure 24: Bad for the environment.....	51
Figure 25: Charitable donations.....	52
Figure 26: Community	53
Figure 27: Don't care about CSR	54
Figure 28: Total brand resonance and total CSR	57
Figure 29: Total brand resonance and total CSR	59

Abstract:

Since petrol prices do not vary depending on the brand, it is still unclear which factors contribute to building brand resonance with South African Millennials within the fuel industry. This study aims to explore the influence of corporate social responsibility (CSR) on South African Millennials' brand resonance with fuel brands within the South African market.

A quantitative research approach will be used with a positivist paradigm to address the research problem and determine whether CSR plays a significant role in building brand resonance. Carroll's CSR pyramid model will be used to determine the importance of CSR amongst South African Millennials. Furthermore, the study will implement Keller's customer-based brand equity model to measure the level of brand resonance between South African Millennials and fuel brands. The study will use an online survey to collect numerical data. The data will be analysed using a coding system with cross-tabulation to establish the association between the two variables: CSR and brand resonance.

The study found that CSR does play a vital role in building brand resonance with South African Millennials. However, other factors such as distance to the fuel brand, loyalty programme and convenience store at the fuel brand are the main repeat purchasing factors.

Chapter 1: Introduction

Introduction:

Chapter 1 discusses the contextualisation and relevance of the research study. Firstly, the problem statement and aim of the research study are discussed. Based on the above mentioned, the main research question and secondary research questions are formulated. The chapter is concluded with a discussion of the research objectives that are derived from the proposed research questions.

Title:

A quantitative study on the influence of Corporate Social Responsibility (CSR) on South African Millennial's brand resonance with fuel brands in the South African market.

Contextualisation:

Millennials, also known as consumers born between 1981 and 1996, are becoming more important to study since they are entering their prime spending years with annual spending growth of 4% in South Africa (Johnson, 2022). Brands need to form consumer brand-resonance with Millennials as they make up the fastest growing force within the marketplace (Rudominer, 2015). Brand resonance refers to the relationship between the consumer and the brand (Keller, 1993). Keller (1993) suggested that extreme brand loyalists are formed once brand resonance is established, translating into repeat purchases. Brand resonance also directly translates into brand equity which implies that it is vital to study the repeat purchasing drivers of South African Millennials to achieve high brand equity among the largest consumer group.

Millennials globally place emphasis on a company's commitment to a sustainable environment and their social and governance practices when investing in a brand (Johnson, 2022). Rudominer (2015) stated that Millennials reward brands whose services are beneficial to consumers and society. Furthermore, they expect brands to participate in corporate social responsibility (CSR). CSR is defined as the responsibility of businesses to be committed and held accountable for the well-being

of the communities and society they operate in through various societal measures (Reckmann, 2022). Reckmann (2022) stated that CSR activities could include being environmentally sustainable, giving back to communities, promoting equality within the workforce or doing business ethically which can assist brands in various ways, such as building brand loyalty, raising awareness and increasing consumer-brand resonance and equity (Rudominer, 2015).

The research study is organised as follows: firstly, the relevance and aim of the study will be discussed as well as the questions aimed to be answered through the research study. The next chapter will give a brief overview of the theoretical frameworks that will be used in this study. This chapter will also include an overview of existing literature of CSR and brand resonance. The different approaches to CSR within the fuel industry will also be discussed. The research methodology will be explained in context of the paradigm. Lastly, relevant insights and findings will be provided in relevance to the study.

Rationale:

It is essential for fuel brands within the South African market place to establish which factors positively influence brand resonance. The fact that petrol is deemed an essential product and has a fix price indicates that service, reward programs, and customer experience play a vital role in increasing brand resonance (Consulta, 2020). However, there is limited research on whether CSR initiatives contribute to brand resonance for fuels brands in South Africa. This research will assist fuel brands on whether their level of CSR initiatives plays a vital role in building brand resonance among South African Millennials or whether other factors influence brand resonance.

Problem Statement:

This study will explore the level of brand resonance between South African Millennials and fuel brands. Since there is limited research on which factors build brand resonance towards fuel brands, it is essential to understand what South African Millennials claim to drive their repeat purchasing behaviour. Millennials will be most suited for this research study, as they are more environmentally conscious than other consumer groups.

Purpose Statement:

Based on the problem statement, the purpose of this study is to examine the extent to which CSR initiatives play a role in building brand resonance. Furthermore, the study will explore whether CSR initiatives are a repeat purchasing factor within the fuel industry.

Research Questions:

Primary Research Question:

- Do CSR initiatives influence South African Millennial's brand resonance with a specific fuel brand?

Sub Questions:

- Are South African Millennials loyal to fuel brands?
- Which factors contribute to repeat purchase of specific fuel brands?
- Are specific CSR initiatives more influential in building brand resonance than others when selecting fuel brands?

Research Objectives:

H0: Fuel brands that do not actively participate in CSR initiatives have a higher level of brand resonance with South African Millennials.

H1: Fuel brands that actively participate in CSR initiatives have a higher level of brand resonance with South African Millennials.

- To understand CSR and brand resonance models by means of a literature review.
- To determine the influence CSR initiatives have on South African Millennials within the South African fuel market.
- To collect quantitative data from South African Millennials to establish their brand resonance towards specific fuel brands.

- To make conclusions and recommendations for South African fuel brands on whether CSR initiatives are a valuable aspect to consider when establishing brand resonance.

Conclusion:

In this chapter, a background of the South African fuel brand in relation the Millennials was given. The study aims to explore whether CSR initiatives influence the level of brand resonance between South African Millennials and fuel brands within the South African market. The primary research question that needs to be answered through this study is whether CSR initiatives influence South African's brand resonance with a specific fuel brand.

Chapter 2: Literature Review

Introduction:

Chapter 2 gives a brief overview of the theoretical frameworks that will be utilised in this research study. As mentioned in Chapter 1, this study investigates the relation between brand resonance of Millennials and CSR initiatives within the South African fuel industry. Therefore, the key concepts that will be used in this study are defined in this chapter. Thereafter, Chapter 2 gives an overview of the existing literature of CSR and brand resonance. Finally, the chapter is concluded with a discussion of the different approaches to CSR within the South African fuel industry.

Theoretical Framework:

In this section, the main definitions and existing models of CSR and consumer-brand resonance are discussed.

Carroll's Pyramid Model of CSR:

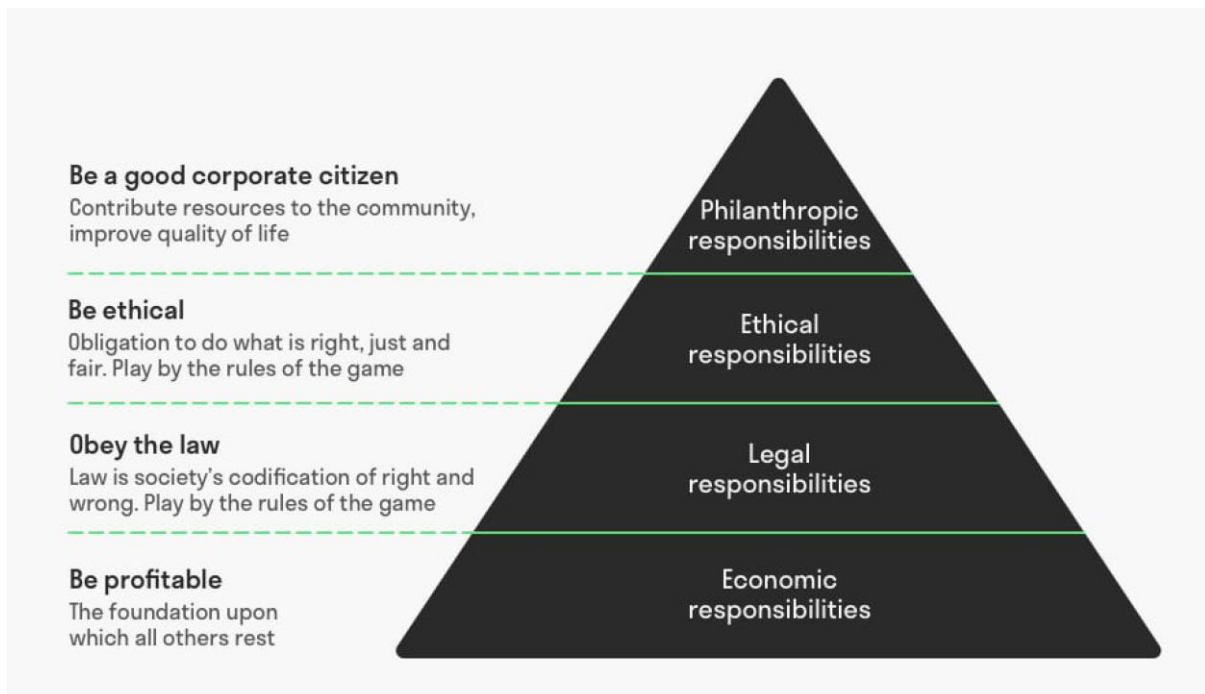


Figure 1: Carroll. B. 1991. Carroll's CSR pyramid. (Carroll, 1991)

B. Carroll published his article *The Pyramid of Corporate Social Responsibility* in 1991, which expands on crucial areas he believed were fundamental when implementing CSR. Carroll (2016:2) argues that CSR “encompasses the economic, legal, ethical and discretionary (philanthropic) expectations that society has of organizations at any given point.”

The pyramid model focuses on four building blocks with economic responsibilities at the base of the pyramid. The economic responsibilities of organisations illustrate that society requires businesses to be profitable as it creates value for all business stakeholders (Carroll, 2016). Carroll (2016) stated that businesses that do not succeed economically would go out of business, and all responsibilities that may be incumbent on them will become unresolved considerations.

The second building block of the pyramid is the legal responsibilities businesses have to obey. Carroll (2016) stated that society requires businesses to obey and comply with laws and regulations as a condition of operating.

Society views legal responsibilities as essential but not sufficient enough and expects businesses to conduct business ethically (Carroll, 2016). Ethical responsibilities are the third building block in Carroll’s CSR pyramid. This responsibility indicates that society expects businesses to conduct business fairly and objectively even when laws do not provide guidance (Carroll, 2016). Businesses are expected to recognise and respect new and evolving ethical norms adopted by society, be good corporate citizens and prevent ethical norms from being compromised to achieve business success (Carroll, 2016).

The last building block within the CSR pyramid is philanthropic responsibilities which refer to all forms of business giving (Carroll, 2016). Philanthropic responsibilities are desired by society and viewed as an essential element of CSR definitions. These responsibilities are not required by law nor expected of businesses in an ethical sense but are guided by businesses’ participation in non-mandatory social activities (Carroll, 2016).

These four building blocks will be used in the quantitative study to establish whether fuel brands actively participate in CSR and whether it affects South African Millennials' brand resonance.

Keller's Customer-Based Brand Equity Model:

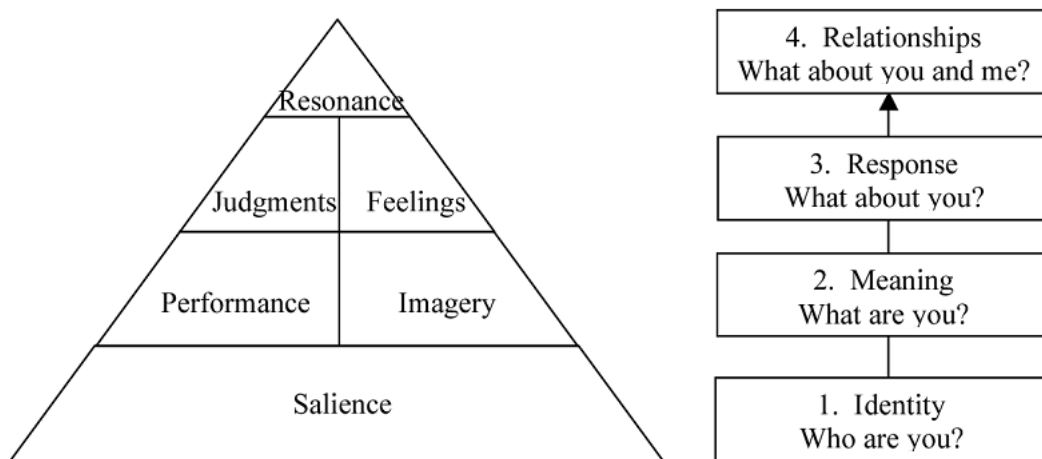


Figure 2: Keller, K. 1993. Keller's CBBE model. (Keller, 1993)

Keller's Customer-Based Brand Equity (CBBE) model represents how brand consumer relationships are formed over time (Keller, 1993). The CBBE model is constructed in a pyramid form with recognition at the base of the pyramid, building to brand resonance. Keller (1993) stated that the CBBE model consists of six components: salience, performance and imagery, judgments, feelings, and, lastly, resonance. Once consumers reach the resonance stage, they are loyal advocates of a particular brand (Bardell, 2019). This model is beneficial as the researcher can easily determine at which stage within the CBBE model the consumers are and whether they have brand resonance with a particular fuel brand. Brand resonance is positively influenced when brand equity increases (Keller, 1993).

The first level of the CBBE model is salience and refers to how aware consumers are of the specific brand (Keller, 1993). Bardell (2019) stated that the remaining stages strongly depend on salience.

The second level of Keller's CBBE model is divided into performance and imagery (Keller, 1993). Performance includes the functionality, reliability, style, price, durability and customer satisfaction of the brand (Keller, 1993). Brand imagery refers to how people feel when they see a specific brand (Keller, 1993).

Keller (1993) explained that the third stage in building brand equity is divided into two categories: judgment and feelings. Judgement refers to the opinions consumers hold towards a specific brand and will be measured on four different segments. Feelings represent how consumers feel towards a specific brand (Keller, 1993).

The last stage in the CBBE model is brand resonance, which refers to the relationship between the consumer and the brand (Keller, 1993). This stage is the ultimate stage brands want to achieve as consumers become active loyalists to the brand when achieving this stage.

Conclusion:

Thomas (2022) stated that Carroll's CSR pyramid model is extremely beneficial as it takes all stakeholders into account. Carroll's CSR pyramid will be most suited for this research study as these responsibilities represent long-term obligations and have the possibility to overarch into future generations of stakeholders as well (Skripaak, 2016). As Carroll's CSR pyramid model focusses both on the present and future, it provides the researcher with a holistic view of the company's CSR initiatives.

Moiescu (2005) stated that both Keller's CBBE model as well as Aaker's brand equity model are customer oriented and places importance on brand awareness and associations. However, the CBBE model is a more detailed conceptual foundation than that of Aaker's brand equity model (Moiescu, 2005). Moiescu (2005) further explained that the CBBE model has a stronger focus on the consumers and their brand knowledge structure. The concept of Keller's CBBE model is more detailed and therefor used in this research study.

Key Concepts:

Brand loyalty:

Once consumers have a high level of brand resonance, it will translate into brand loyalty. Gordon (2021) stated that when consumers are brand loyal, they participate in repeat purchases from a given brand even though there are other alternatives in the market. The research will establish the brand loyalty amongst South African Millennials towards fuel brands in South Africa on a consideration of the building blocks of the CBBE model.

Brand Resonance:

Keller (2001) stated that brand resonance refers to the nature of the relationship between the consumer and the brand. Consumers that endure high levels of brand resonance also express a high degree of brand loyalty where they actively seek to interact with the brand (Keller, 2001).

Brand Equity:

Brand equity refers to the premium value brands hold on their level of name recognition (Frampton, 2020). Brand resonance directly relates to a higher brand equity level (Keller, 2001).

CSR:

CSR is a self-regulated business model that holds companies accountable for social responsibility towards themselves, their stakeholders, the public and the environment (Scott, 2022).

Literature Review:

Brand Loyalty amongst South African Petrol Consumers:

Shongwe (2012) researched the level of brand loyalty amongst South African petrol consumers. The research indicated that 70% of the participants have a preferred fuel station, but only 57.5% are brand loyal to a specific fuel brand (Shongwe, 2012). Within the 57.5% of the brand-loyal sample, only 13.8% of participants are genuinely committed to their brand, indicating that fuel brands have low brand loyalty amongst their consumers. However, many consumers have become aware of the environmental threat of fuel brands during the Covid-19 pandemic as there was a global decrease in transportation and an increase in air quality. Consulta (2020) conducted a Customer Satisfaction Index (CSI) Score for the first time in 2019 on South Africa's top five fuel station brands, including BP, Caltex, Engen, Sasol, and Shell. The research was conducted on 1600 fuel station consumers during the last quarter of 2019 to establish customer satisfaction and brand loyalty toward specific fuel brands (Consulta, 2019). The research highlighted that fuel brands have a high customer loyalty par of 81.3%, with Engen having the most loyal customers at 84.5% (Consulta, 2019). This poses a question to researchers on whether the increase in brand loyalty over the past ten years is due to CSR initiatives or other factors such as loyalty programs and customer service.

Millennials purchasing behaviour and CSR:

Anderson, Dahlquist and Garver (2018) indicated that due to Millennials' increasing purchasing power, it is now of utmost importance to focus on their perceptions and reactions towards firms that participate in CSR activities. Millennials are price-sensitive and less brand loyal than other consumer groups, which poses a question to brands as to whether CSR initiatives can enhance brand loyalty which will, as a result, translate into brand resonance (Taylor, 2019). Anderson et al. (2018) stated that American Millennials value firms that actively participate in CSR initiatives. The research suggested that 91% of Millennials will switch to a brand associated with a cause if the price and quality are similar. This implies that Millennials are likely to switch fuel brands if the brand is associated with a cause since petrol in South Africa has a fixed price – excluding diesel products. However, there is limited research on

whether South African Millennials resonate better with fuel brands that actively participate in CSR initiatives.

CSR and Brand Equity:

Brand resonance directly and positively influences brand equity, as discussed in Keller's CBBE model. For this reason, the relationship between CSR and brand equity will be discussed in the next section.

Muniz, Guzmán and Paswan (2019) stated that an emphasis on CSR activities positively influences brand equity. CSR has a more significant effect on brand equity in countries where CSR initiatives are seen as voluntary and not forced by the government (Muniz et al., 2019). Philanthropic, economic and ethical CSR practices are essential to increase brand equity amongst consumers.

Muniz et al. (2019) stated that for CSR strategies to influence brand equity positively, consumers need to be aware of the CSR activities a specific brand performs. However, an overload of CSR communication can also lead to boredom and scepticism, negatively influencing brand equity (Muniz et al., 2019).

Fuel Brand's CSR initiatives:

It is essential to review whether South African fuel brands are involved in CSR initiatives. The following section will discuss some CSR initiatives of South African fuel brands and determine which aspects, namely economic, legal, ethical, and philanthropic, the brands participate in most.

The top six South African fuel brands include BP, Caltex, Engen, Sasol, Shell and Total. For this reason, it is advisable to briefly explore these six fuel brand's CSR initiatives.

Shell CSR initiatives:

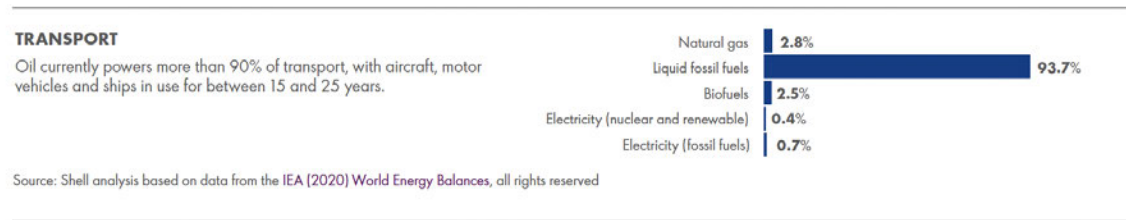


Figure 3: Shell. 2021. Responsible Energy. (Royal Dutch Shell, 2021)

Shell's oil powers more than 90% of transport globally which can indicate that their main business focus is transport (Royal Dutch Shell, 2021). Figure 3 further highlights that Shell heavily invests in liquid fossil fuels which heavily contributes to global warming.

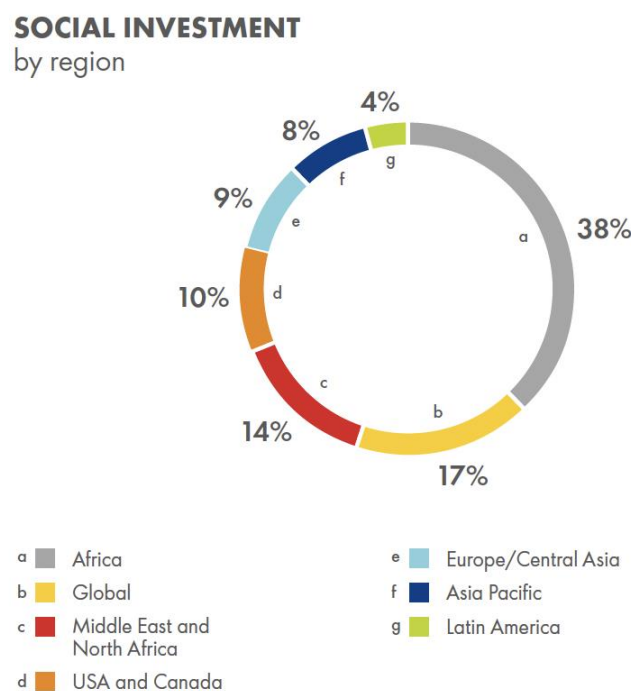


Figure 4: Shell. 2021. Social Investment per region. (Royal Dutch Shell, 2021)

Shell's social investment has a heavy focus on the African region. Since this study is focusing on South African Millennials, it is empirical to investigate Shell's social investment.

SOCIAL INVESTMENT by theme

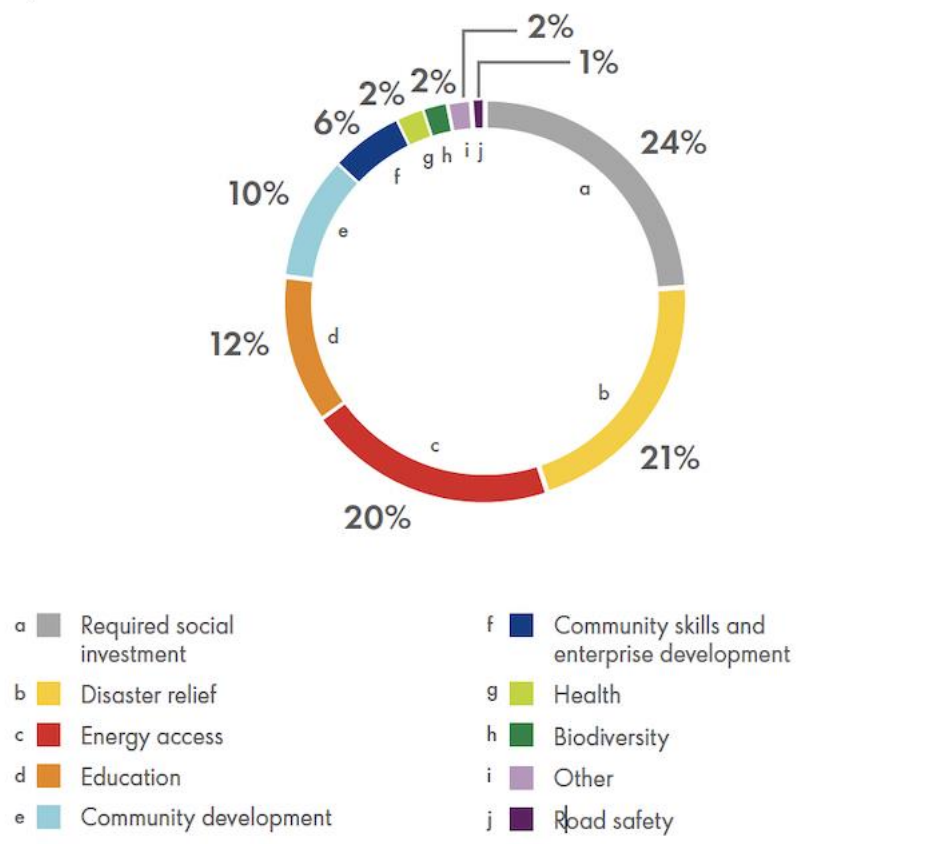


Figure 5: Shell. 2021. Social Investment. (Royal Dutch Shell, 2021)

Shell spent almost \$204 million in social investment in 2021 (Shell, 2021). As the government requires 24% of their investment, the remaining social investment was divided into themes. The figure states that Shell spent 21% of its social investment towards disaster relief. Biodiversity and community skill upliftment are themes Shell spent less social investment on in 2021 (Royal Dutch Shell, 2021).

Shell (2022) has an in-house specialist in each country who performs an impact assessment to understand the potential effects Shell's business operations will have on local communities. Shell has also implemented community feedback procedures to receive, track and respond to questions and complaints from community members (Shell, 2022). Shell's internal specialist initiative and community feedback procedure

can be seen as ethical CSR responsibilities but leans more towards meeting legal responsibilities as it is a legal requirement to perform an environmental assessment before utilising the land for business operations. The fact that their assessment specialist is in-house can also lead to biases when conducting the assessment.

Another ethical and legal responsibility Shell performs is their concern for cultural heritage sites (Shell, 2022). Certain parts of Shell's business operations affect indigenous people who hold specific rights to protect their culture (Shell, 2022). Their in-house specialist works to preserve cultural heritage sites near their business operations. Shell (2022) continues to support indigenous people affected by their business operations. Although this might be seen as an ethical responsibility, it is also a legal responsibility, as indigenous people have to right to protect their heritage. Shell's business operations sometimes require access to land and sea where people live and work (Shell, 2022). Shell (2022) works with local communities to help people relocate and maintain their standard of living. The abovementioned can be seen as a legal responsibility; however, it is only a response to a problem the brand has created itself.

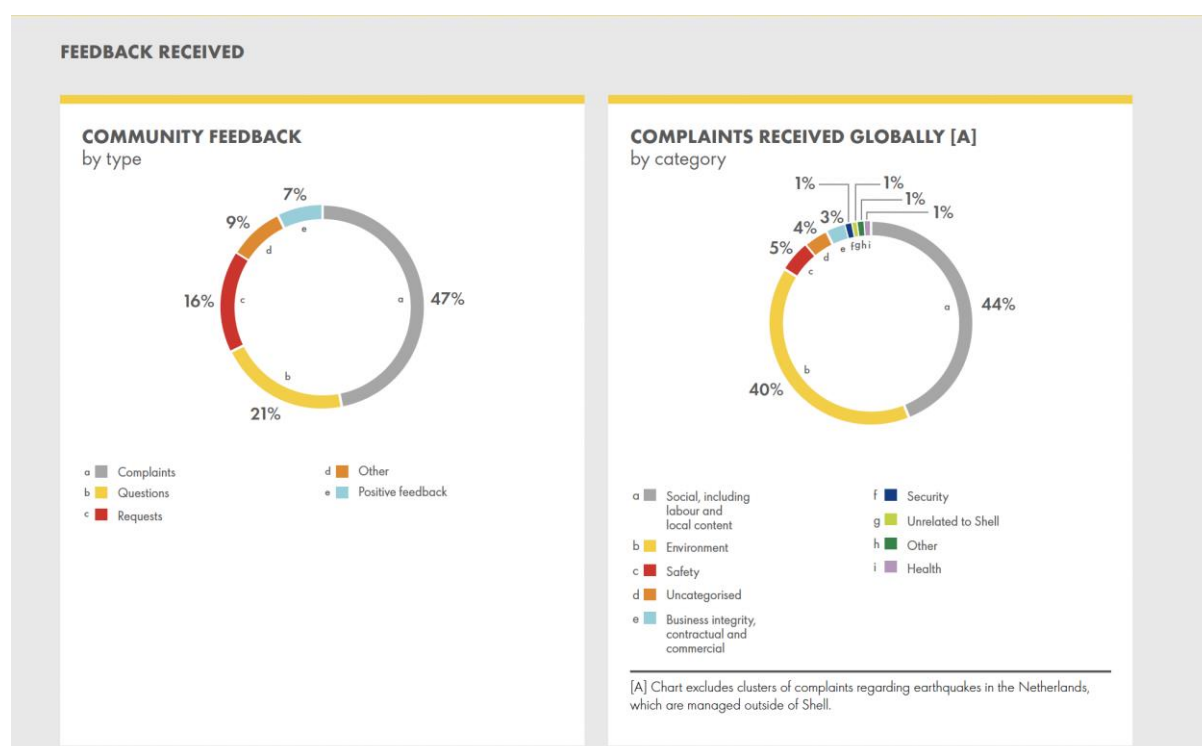


Figure 6: Shell. 2021. Feedback Received. (Royal Dutch Shell, 2021)

The figure above illustrates that 47% of community feedback Shell receives are complaints. Only 7% of community feedback is positive. Environmental and social complaints are the most complaints received globally.

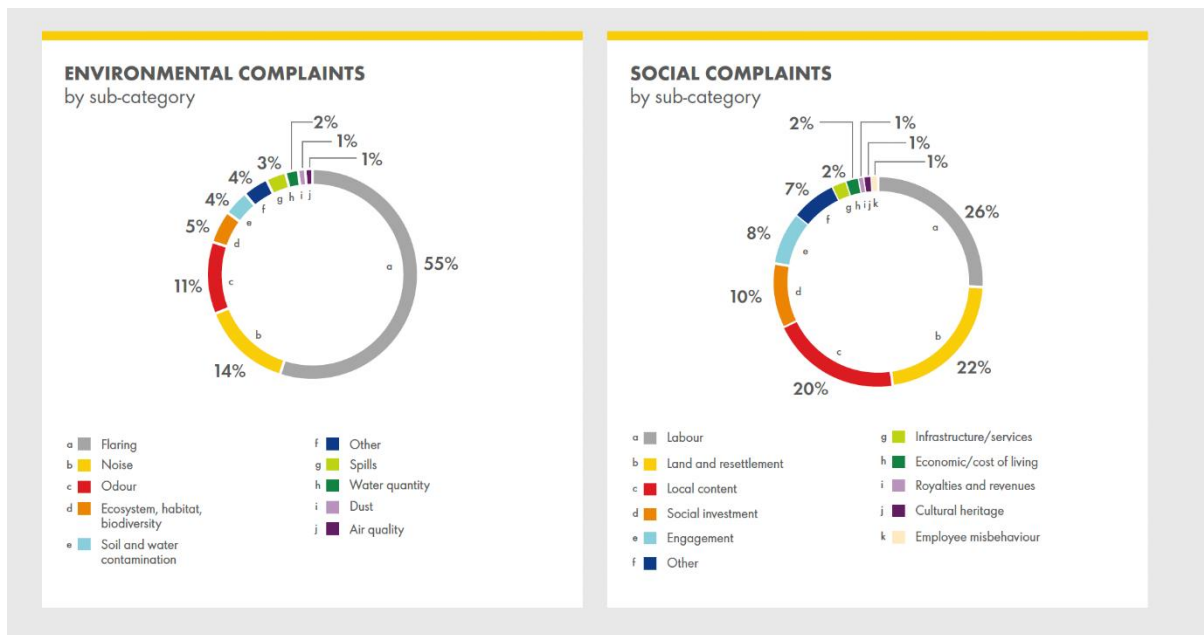


Figure 7: Shell. 2021. Complaints. (Royal Dutch Shell, 2021)

The main environmental complaint is about flaring, followed by noise and odour. According to the figure above, their main social complain is about labour followed by land and resettlement.

Shell was set to start oil exploration off the Wild Coast coastline of South Africa in December 2022 (Maroma, 2021). The seismic survey ship, Amazon Warrior, was predicted to fire extremely loud shock wave emissions that would penetrate through approximately 3 kilometres of water and 40km into the earth's crusts, posing a significant threat to marine life (Maroma, 2021). Maroma (2021) stated that the seismic survey by Shell was authorised under the Mineral and Petroleum Resources Act 2002, also known as Act No. 28 of 2002. However, within one week of the public knowing about Shell's plans to explore oil off the Wild Coast, over 160 000 people had added

their concern and signed a petition by Oceans Not Oil Coalition to prevent Shell from moving forward with their plans (Maroma, 2021). After months of protest by concerned South Africans, Shell was legally forced to suspend its seismic exploration activity off South Africa's Wild Coast (Gupte, 2022). Gupte (2022) stated that The South African High Court ruled that Shell did not carry out required local consultations. The ruling on 28 December 2021 ruled that "Shell's right to explore waters near the Wild Coast was awarded based on a sustainably flawed consultation process." (Gupte, 2022). Carroll's CSR pyramid indicates that organisations should obey evolving ethical norms and not comprise ethical responsibilities for business success. Shell comprised on ethical norms for business success and legal affairs prevented them from carrying out the seismic exploration. For this reason, one can assume Shell's plans for oil exploration off the Wild Coast is negative CSR.

Engen's CSR initiatives:

Engen's CSR activities primarily focus on ethical and philanthropic responsibilities (Engen, 2022).

Engen shows concern for the environment as they support the Rose Foundation, which focuses on recycling oil (Engen, 2022).

Engen (2022) also introduced the Engen Driver Wellness program, which provides free health screening, advice and consultations to long-distance truck drivers.

Engen (2022) also participate in philanthropic initiatives. Engen (2022) has invested in various educational programs such as the Engen Bursary programme and skill development. Engen Maths and Science schools across South Africa have also allowed grade 10-12 learners to receive high-quality education and educational materials (Engen, 2022). Engen (2022) uplifts the community by providing computer training to over 300 students yearly. The abovementioned implies that Engen shows great concern for improving education across South Africa.

Engen (2022) makes yearly investments in programs which help people living with disabilities to be better equipped with necessary skills when entering the workplace. The employee community partnership programme was introduced by Engen, which

focuses on supporting employees involved in the development of their communities (Engen, 2022).

BP CSR initiatives:

The BP fuel brand focuses heavily on initiatives aimed at developing infrastructure as well as educational programmes for disadvantage schools (BP, 2022). BP (2022) introduced their bpSA Educational Foundation which aims to improve the quality of education in Science, Technology, English and Mathematics. To further uplift the community, BP's Nthuse Foundation is a programme which assists young people with disabilities to get the necessary development skills to enter the workforce (BP, 2022).

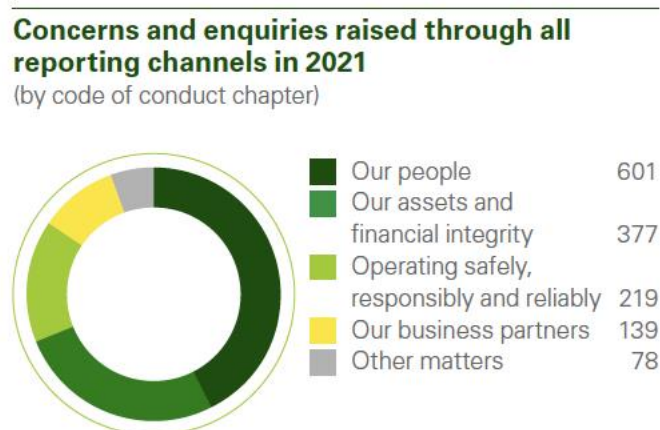
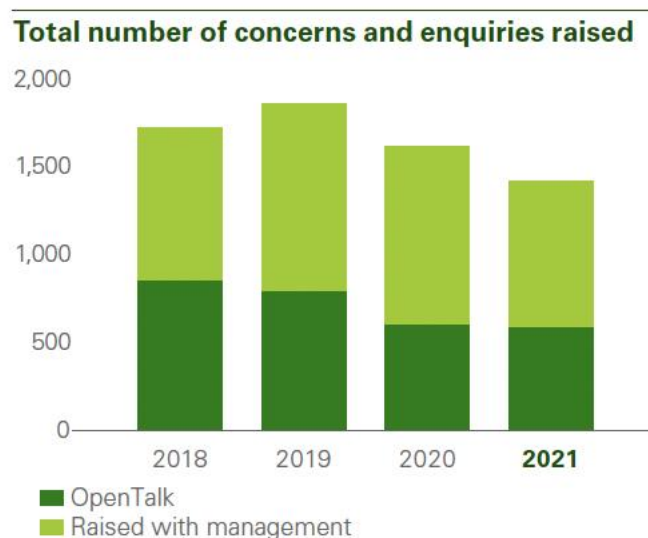


Figure 8: BP. 2021. Community Feedback. (BP Sustainability Report, 2021)

The figure above highlights that the most frequent concern raised is related to the “our people” section of the code. This section focuses on equal opportunity, harassment within the workforce and diversity.

Caltex CSR initiatives:

In order to address pressing socio-economic issues, Caltex (2022) is committed to making social investments to their host communities. The Desmond Tutu HIV foundation, which Caltex is a founding partner of, aims to offer access to youth friendly health services to over 200 young people who reside in Masuphumelele in the Western

Cape (Caltex, 2022). Caltex (2022) has also established a Roadside Wellness Clinic in Cato Ridge, Durban, which provides truck drivers with health services.

Caltex (2022) further invests in educational programmes through their Cape Town Science Centre partnership which focuses on enhancing Maths and Science learning for learners who attend schools closely situated near the refinery. Lastly, Caltex (2022) uplifts the community through educational programmes such as their ongoing partnership with Du Noon Primary School and Nelson Mandela School.

Sasol CSR initiatives:

Sasol (2022) invested R332.3 million in socio-economic development in South Africa during 2012. Their key priorities are focused on five different areas (Sasol, 2022). Their first key priority is placing an emphasis on improving school-based education in Science, Technology and Literacy (Sasol, 2022). The fuel brand also focuses on enabling quality higher education and developing necessary work skills (Sasol, 2022).

Another key priority for Sasol is to create jobs for disadvantaged groups such as women and youth (Sasol, 2022). The health and welfare of the communities Sasol operates in is another key priority for the fuel brand with a strong emphasis on addressing social challenges such as Tuberculosis, Malaria and HIV (Sasol, 2022). Sasol (2022) focuses on local talent development focusing on arts, culture and sport development. Lastly, Sasol (2022) shows great concern for the environment through educating local communities on how to reduce their impact of the natural environment.

Total CSR initiatives:

Total has four focus areas namely youth inclusion and education, climate and environment, cultural dialogue and heritage and road safety and enterprise development (Total, 2022). Total (2022) stated that they have also implemented an employee volunteer programme. The aim of the programme is to support employees who are involved in community volunteer work (Total, 2022).

Conclusion:

Through reviewing past literature it has been established that there has been an increase in brand loyalty amongst fuel brands within the South African market. It has also been highlighted that CSR initiatives have a positive influence on brand resonance. In light of the above discussion, it is evident that the top six South African fuel brands are committed to CSR initiatives. However, the problem remains whether fuel brands' CSR commitments influence South African Millennials' brand resonance or whether they are utilising resources that could be used elsewhere to increase brand resonance amongst South African Millennials.

Chapter 3: Research Design and Methodology

Introduction:

Chapter 3 includes the chosen paradigm and discusses the paradigm associated with positivism. The research design and approach are also discussed in Chapter 3. Chapter 3 describes the population that was most suited for this research study. Moreover, a brief overview of the sampling techniques of the research study is given. Furthermore, the data collection method and the layout of the data collection instrument are discussed. The data analysis method is also explained in Chapter 3, and lastly, an overview of the data findings will be discussed and the research question will be addressed.

Paradigm:

Du Plooy-Cilliers (2014) states that positivists believe that people can be enlightened through science and, in the process, make the world a better place. This study used a positivist approach to test the relationship between CSR and brand resonance amongst South African Millennials toward fuel brands. Empirical-analytical sciences was explored within this research paper as the aim was to find a cause-and-effect relationship between CSR and brand resonance (du Plooy-Cilliers, 2014). Determining the relationship between CSR and brand resonance allowed the researcher to use the knowledge to gain insight from human actions (du Plooy-Cilliers, 2014).

This study aims to understand the influence CSR initiatives have on brand resonance. For this study, South African Millennials' brand resonance was analysed, and a prediction was made. For this reason, the study included the epistemological position of the positivist paradigm as it predicted a cause-and-effect relationship.

The ontological position of positivism states that a given cause has the same effect on all people (du Plooy-Cilliers, 2014). For this reason, the study included the ontological position of positivism, as the study did not consider the social, psychological, historical and cultural context can have on the research outcomes.

The study valued objective and value-free research not corrupted by personal biases.

Research design and approach:

A quantitative research approach was used in this study. Bhandari (2021) indicated that quantitative research is the process of collecting and analyzing numerical data

through surveys or questionnaire studies. This study was not controlled or manipulated by any variables but only observed and measured the two variables namely CSR and brand resonance. Cross-sectional research was used to examine the relationship between CSR and brand resonance at a single point in time. Thomas (2022) stated that cross-sectional research will be most suited for this study as it is less time-consuming and can be used as a basis for further research. Streefkerk (2022) indicated that deductive reasoning is when the researcher starts at a general assumption and move towards more specific arguments. This study encompassed a deductive approach as it tested existing theories, namely Carroll's CSR pyramid and Keller's CBBE model, against a formulated hypothesis. As this study is quantitative in nature, the researcher collected data and deducted facts from analyzing the data (Streefker, 2022).

Population:

The population of this study consisted of South African motorists born between 1981 and 1997, also known as Millennials, who are fuel buyers. South African Millennials are also committed to brands that support a cause they believe in, which suggests Millennials were most suited for this research study (Flume, 2021). No other characteristics such as race, gender, culture, religion, or an educational level were considered in this study.

Sampling Method:

This study made use of a non-probability sampling method. This sampling method was chosen due to cost and time restraints. Non-probability sampling indicates that individuals were selected on non-random criteria, and not every individual within the population had the opportunity to participate in the study (McCombes, 2022). A convenience sampling method was used due to its time-efficient characteristics and ease of availability of respondents. The research instrument, an online survey, was designed specifically for the target respondents, who are South African Millennials and make use of South African fuel brands. The research instrument was shareable on social media to encourage online users to share the research instrument on their social media channels to increase the coverage of the sample. The sample included 31

respondents from the above population. The respondents were anonymous to the researcher to ensure unbiased results.

Data-collection Method:

An online survey was used to collect quantitative data from the respondents. For the purpose of the study, this data collection method was most suitable as it allows the researcher to gather a large amount of information from the sample group in a relatively short period of time (DeFranzo, 2022). The Google Forms platform was used to collect the data from 31 respondents. The online survey, which can be found in Annexure B, was designed with screening questions to ensure the respondents gave consent to participate in the study and met the sampling criteria of being South African Millennials, motorists, and fuel buyers. This research instrument was the best-suited instrument for data collection because of the coverage; however, note that respondents may give untruthful answers that they think are correct based on a social norm which could influence the findings. To increase the truthfulness of responses, anonymity was assured and no personal identity information was collected. It is believed that anonymising the responses encourages participants to answer truthfully and thoroughly which improves the accuracy of the data being collected.

The questions within the online survey were designed based on the customer-based brand equity (CBBE) model and Carroll's CSR pyramid. The first section of the online survey provided guidelines to the respondents and contained the screening questions, as previously mentioned. The remainder of the survey was divided into three sections. Section 2 measures the brand resonance level of the sample group towards their preferred fuel brand. Next, the factors that the sample group claims to drive their repeat purchasing behaviours within the fuel industry is established in Section 3. Finally, Section 4 establishes their general responses toward CSR initiatives within the South African fuel industry.

The questions within the online survey included filter, Likert-scale, and ranking questions. The filter questions within the online survey had yes or no answers the respondents could choose from. The Likert-scale questions measured the respondent's attitudes and included answers such as strongly agree, agree, disagree

and strongly disagree. Lastly, the ranking questions within the online survey were used to determine which factors the respondents deemed as their most important reason for repeat purchases at a specific fuel brand.

The online survey was designed in English as SouthAfrica.com (2022) stated that English and Afrikaans are the most widely used languages in South Africa as they cross various cultural barriers more quickly than other native languages. SouthAfrica.com (2022) further stated that English is the primary language for business and government documents.

A pilot survey was designed to establish if all questions were understandable and flowed logically and was completed by a fellow IIE Vega researcher who met the screening questions. The online survey was then adjusted based on the feedback from the pilot study.

The survey was then distributed on the researcher's social media channels, which included Facebook, Instagram, Reddit and LinkedIn. The online survey was posted every Monday for a period of four weeks on the researcher's social media pages.

Data-analysis Method:

The data collected from the 31 respondents were exported to a Microsoft Excel sheet to collate the data. The Python 3 programming language was used to clean the data. This entailed changing the column names to single words, changing the sentences found in the responses to single words which can be visualised, and calculating the rank of each category of the ranking question. Thereafter, the "pandas" and "matplotlib" libraries were used to summarise the data numerically and visually.

All the questions within the survey resulted in nominal or ordinal data in the sample. Therefore, the only measure of central tendency that is statically valid is the mode. The mode indicates the group or category that was most frequently selected by the respondents.

For each of the filter and Likert-scale questions, a bar chart was made to indicate the frequency of each category of the response. Furthermore, the modal class selected by the respondents for each fuel brand is also given.

The average rank of each category was calculated in to investigate the repeat purchasing drivers within the South African fuel industry. This means that, for each respondent, a rank is attributed to each of the ranking categories which indicates the order where the respondent ranked the corresponding category. For example, if “Convenience Store = 3”, it indicates that the respondent considered the convenience store at his/her preferred fuel brand as the third most important purchasing driver.

The data analysis techniques described above were used to investigate each question separately. Thereafter, the questions related to brand resonance were used to calculate a total brand resonance score for each respondent. Similarly, the questions related to CSR were used to calculate a total CSR score for each respondent.

Questions 4 to 8 were used to calculate a total brand resonance score. Firstly, question 8 was rescaled to be a value between 1 and 4. This was achieved by dividing each value by 10 and multiplying it by 4. Next, a numerical value was attributed to each category of the Likert scale where 1 = “Strongly Disagree”; 2 = “Disagree”; 3 = “Agree”; and 4 = “Strongly Agree”. For each respondent, the total brand resonance was calculated as the sum of the responses to questions 4 to 8.

Similarly, the total CSR score of each respondent was calculated as the sum of the scores from questions 11 - 13. However, note that some questions had an option of “I don’t know”. Therefore, the first step was to identify the proportion of respondents that answered the question and that respondent “I don’t know”. A total CSR score was only calculated for respondents that did not answer “I don’t know” to any of the CSR questions. For questions where a “Yes” or “No” was required, a “Yes” was assigned the value 1 and a “No” was assigned the value 0. This ensures that a higher score means higher CSR.

The total brand resonance and total CSR of each respondent that did not answer “I don’t know” was organised into coordinates and a scatter plot was made to investigate the statistical relationship between CSR and brand resonance. Only 10 respondents did not answer “I don’t know” to any of the questions. Since a sample size of 10 is considered too small to use parametric tests, Spearman’s rank-order correlation was

used to test for a significant monotonic relationship. Although it is standard practice to use the Pearson correlation, an alternative method must be used due to the small sample size. Spearman's rank-order correlation first calculates the ranks of both variables, and then calculates the Pearson correlation between the ranks. This statistic can be used when the data are not normally distributed which is the case of this study. Finally, a formal hypothesis test is used to quantify the certainty of the estimated relationship.

Remark again that only 10 observations are used to compute Spearman's rank-order correlation. Although this is acceptable for non-parametric tests, all the respondents that answered "I don't know" were excluded from the calculation. It might be that someone who answers "I don't know" has low CSR. If this is the case, removing these observations will bias the results. To address this possible problem, a missing value imputation strategy was used to impute answers for respondents who answered, "I don't know". Specifically, the answers "I don't know" were imputed with the modal class of the corresponding question. Using this strategy, all 27 respondents who have a preferred fuel brand (see below) were included in the correlation analysis. Although the sample size is larger, care must still be taken when using the Pearson correlation. Therefore, both the Pearson and Spearman correlation are calculated. However, only the significance of Spearman's rank-order correlation is formally tested.

These data collection and analysis techniques are most suited for the study since they address the primary and secondary research questions through a descriptive and inferential statistical manner. Descriptive statistics are used to explain the findings from the sample. Specifically, the amount of brand resonance and CSR among South African Millennials within the fuel industry are answered with the graphical descriptive techniques. Inferential statistics like the hypothesis test for a significant correlation between brand resonance and CSR are used to generalise the findings to the population.

Data Findings and Interpretation:

Section 1: Screening questions:

The first section within the online survey included screening questions to ensure that respondents fit the sampling criteria and give their consent to participate in the study.

Section 2: Brand resonance

Section 2 within the online survey was used to establish whether South African Millennials have a preferred fuel brand as well as measure South African Millennials' level of brand resonance towards South African fuel brands.

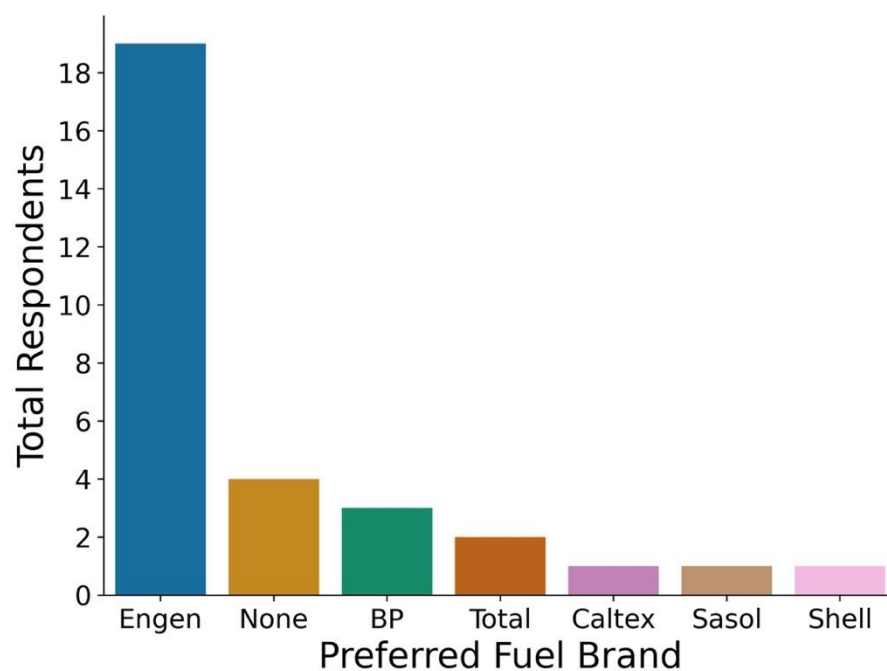


Figure 9: Preferred fuel brand

In order to establish whether South African Millennials have a preferred fuel brand, respondents were asked to indicate their preferred South African fuel brand. From the sample, 87.1% of respondents (27 out of the 31 respondents) have a preferred fuel

brand. Figure 9 highlights that Engen is the most preferred fuel brand amongst the sample group. The above statement correlates with the Sunday Times Top Brands Research (2019) which stated that Engen is the most preferred brand amongst South African fuel buyers. Only 4 out of the 31 respondents don't have a preferred fuel brand. This indicates that there is high brand awareness towards South African fuel brands as 27 respondents are aware of at least one fuel brand.

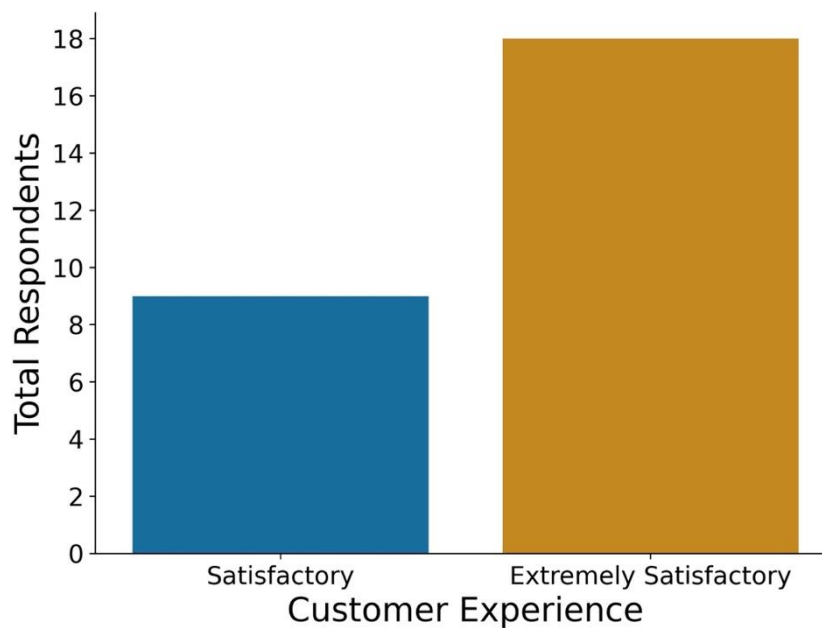


Figure 10: Customer experience

In order to build effective brand resonance, Keller (1993) stated that a product or service must exceed the expectations of consumers. A 4-point Likert-scale question was used to determine the perceived performance the respondents hold towards their preferred fuel brand. The respondents were asked to rate the level of customer experience of their preferred fuel brand using a scale where 1 represented “extremely unsatisfactory”, 2 represented “unsatisfactory”, 3 represented “satisfactory” and 4 represented “extremely satisfactory”. Customer experience refers to service at gas station, service at the convenience store at preferred fuel brand and the customer service. The sample for section 2 and section 3 included 27 respondents as 4 out of the 31 respondents indicated that they do not have a preferred fuel brand. From the 27 respondents who have a preferred fuel brand, 18 out of the 27 respondents

indicated that they are extremely satisfied with the preferred fuel brand's customer experience and 9 out of the 27 respondents indicated that they are satisfied with their preferred fuel brand's customer experience. None of the respondents indicated that they believe their preferred fuel brand's customer experience is unsatisfactory or extremely unsatisfactory. The second building block in Keller's CBBE model is performance and the data illustrates that the sample group are satisfied with the performance of their preferred fuel brand. The result from this survey supports Consulta's (2019) research which states that the overall customer experience score for fuel brands in South Africa is as high as 80%.

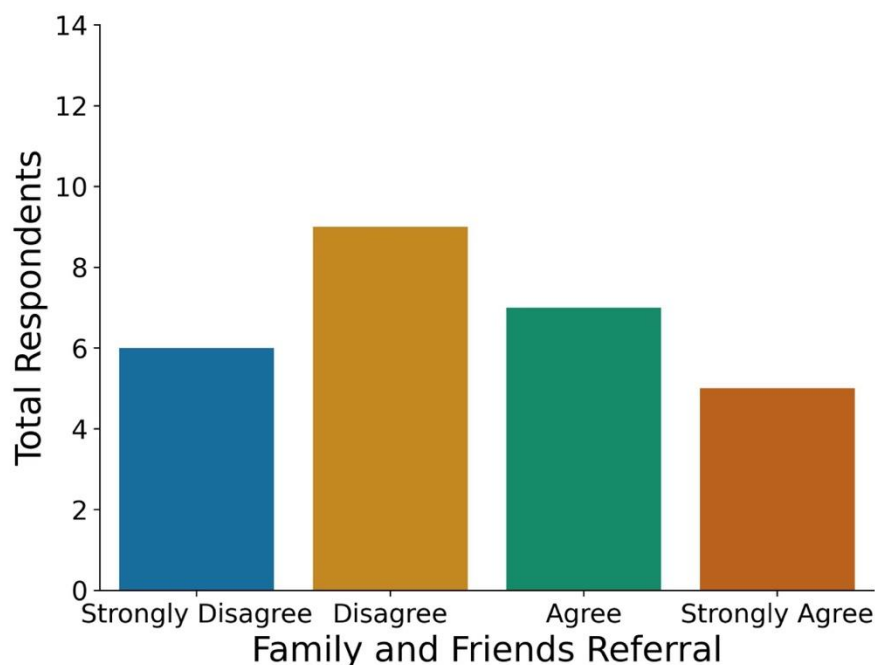


Figure 11: Referral to family and friends

To establish the respondents' level of brand loyalty towards their preferred fuel brand, respondents were asked to which extent do they agree that they will recommend their preferred fuel brand to family and friends. A 4-point Likert-scale was used where 1 represented "strongly disagree", 2 represented "disagree", 3 represented "agree" and 4 represented "strongly disagree". From the 27 respondents who have a preferred fuel brand, 6 respondents indicated that they strongly disagree, 9 respondents indicated

that they disagree, 7 respondents indicated that they agree, and 5 respondents indicated that they strongly agree. More than half of the sample who have a preferred fuel brand will not refer their brand to family or friends. However, 5 out of the 17 respondents strongly agree.

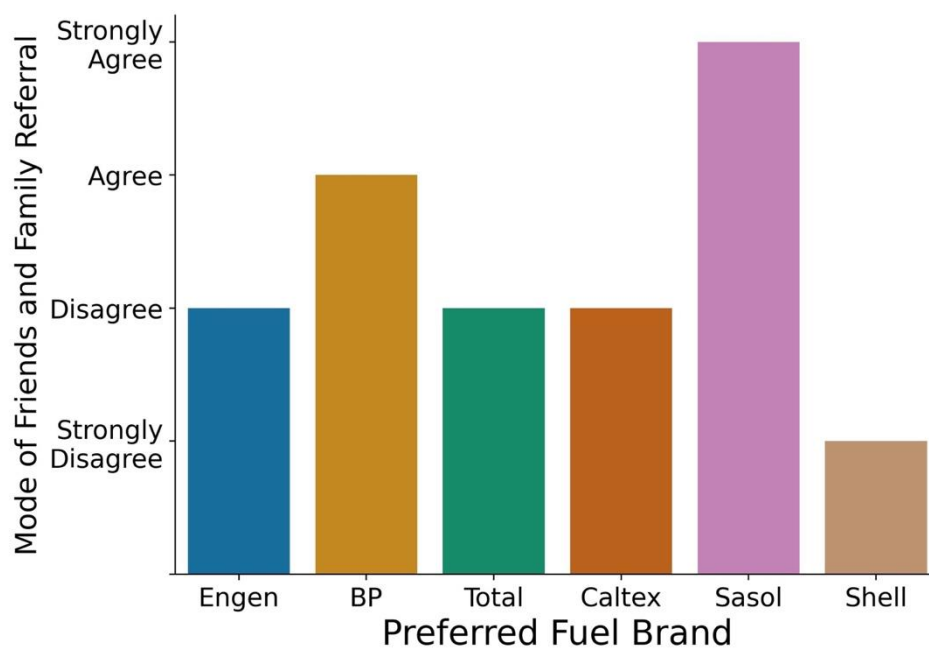


Figure 12: Mode of Friends and Family Referrals

The figure above indicates that respondents who chose Sasol as their preferred fuel brand, are more inclined to recommend their preferred fuel brand to family and friends. It is also noteworthy to observe that Engen was the most preferred fuel brand, but respondents who chose Engen as their preferred fuel brand are less likely to recommend their preferred fuel brand to family and friend. The respondent who chose Shell as their preferred fuel brand strongly disagree that they will recommend their preferred fuel brand to family and friends.

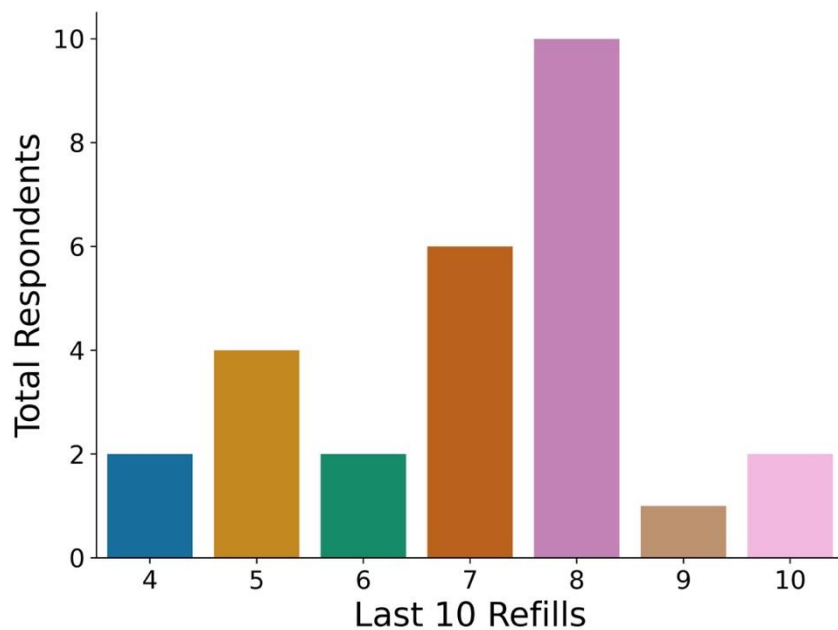


Figure 13: Last 10 refills

In order to measure the sample's behavioural loyalty towards their preferred fuel brand, respondents were asked to indicate out of the last 10 times that they purchased at a fuel brand, how many times did they purchase at their preferred fuel brand. From the sample group, 25 out of the 27 respondents indicated that they use their preferred fuel brand at least 50% of the time. The data further suggest that 19 out of the 27 respondents (70% of respondents) make use of their preferred fuel brand at least 70% of the time. Note also that 11% of the respondents indicated that they use their preferred fuel brand at least 90% of the time. Given the fact that fuel is an essential product and that most customers purchase fuel on a bi-weekly or monthly bases, the responses strongly suggest that the sample group is loyal towards their preferred fuel brand.

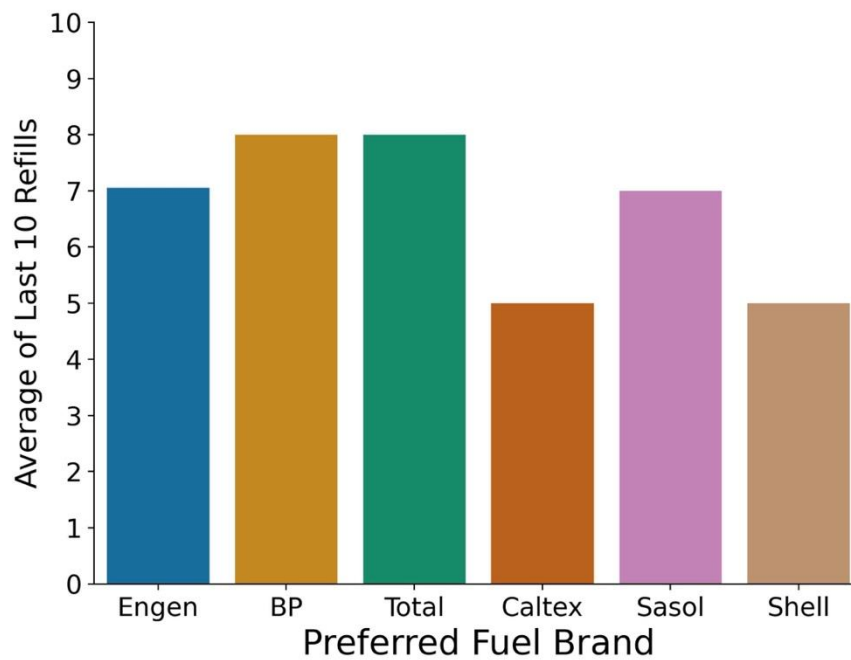


Figure 14: Average last 10 refills

If one refers to Figure 14 which illustrates the average of respondents' last 10 refills for each fuel brand, it is evident that BP and Total fuel brand consumers have a slightly higher behavioural loyalty than that of other fuel brands' consumers. However, remark that BP and Total had fewer overall respondents than their competitors, as illustrated in Figure . This is noteworthy because Figure 6 reveals that those consumers who do prefer BP and Total display higher trends of fuel brand loyalty than consumers of other brands. It may indicate that only users of these brands with very high brand resonance were willing to answer the survey.



Figure 15: Purchase loyalty

To further measure the sample's brand loyalty towards their preferred fuel brand, respondents were asked to which extent they agree that they will never purchase from another fuel brand. All 27 respondents either disagreed or strongly disagreed with the statement which indicates there is low switching cost for fuel brands. This further indicates that there is low levels of brand resonance in this sector. However, fuel is deemed as an essential product which implies that there could be external factors such as long-distance journeys that influence the purchasing of fuel at a specific brand.

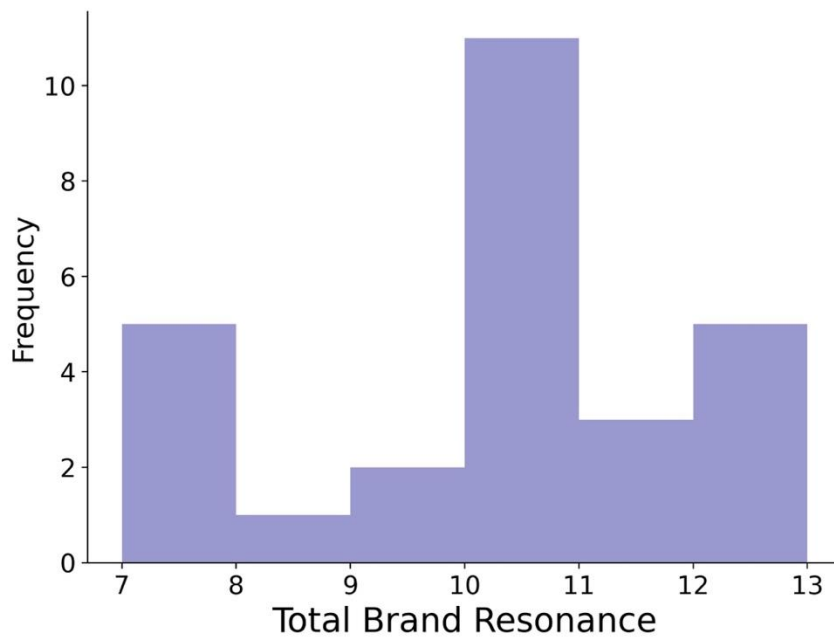


Figure 16: Total brand resonance

A total brand resonance sum was calculated by taking the sum of the four 4-point Likert-scale questions presented in figure 10, 11, 13 and 15. The highest achievable score for brand resonance is 16 while the lowest score is 4. Figure 16 illustrates that a score of between 10 and 11 for brand resonance is most frequently scored by the sample group. This indicates that the sample resonates with their preferred fuel brand. Furthermore, note that a score greater than 8 indicates that the respondent always answered “Agree” or “Strongly Agree”. Therefore, most of the respondents either agreed or strongly agreed with the positive statements about brand resonance. It can therefore be concluded that there is high brand resonance for the South African Millennials in the sample.

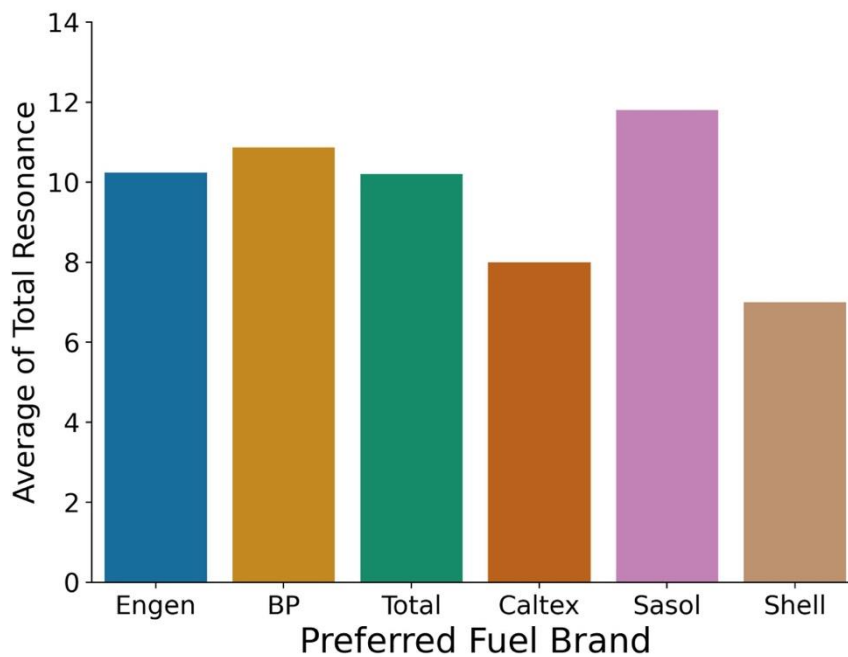


Figure 17: Total brand resonance per fuel brand

Figure 17 illustrates the average of total brand resonance for each preferred fuel brand. It is evident from the data that Sasol fuel consumers within the sample group have the highest average brand resonance with an average score of 13 out of 16 compared to their competitors. The above statement contradicts Consulta's research done in 2019, which suggests that Engen has the highest brand resonance with its consumers. However, there was only one respondent who stated that Sasol is the preferred fuel brand and therefore the average of the total resonance for Sasol is just the one respondent's score. The respondent within the sample who chose Shell as their preferred fuel brand has the lowest brand resonance with a total score of 7 out of 16. It is observed that the total brand resonance for Engen, BP and Total are quite similar.

Section 3: Repeat purchasing drivers

Section 3 within the online survey was designed to help establish which factors South African Millennials claim to drive their fuel repeat purchasing behaviour as well as whether CSR initiatives by their preferred fuel brand are deemed as important amongst the sample group.

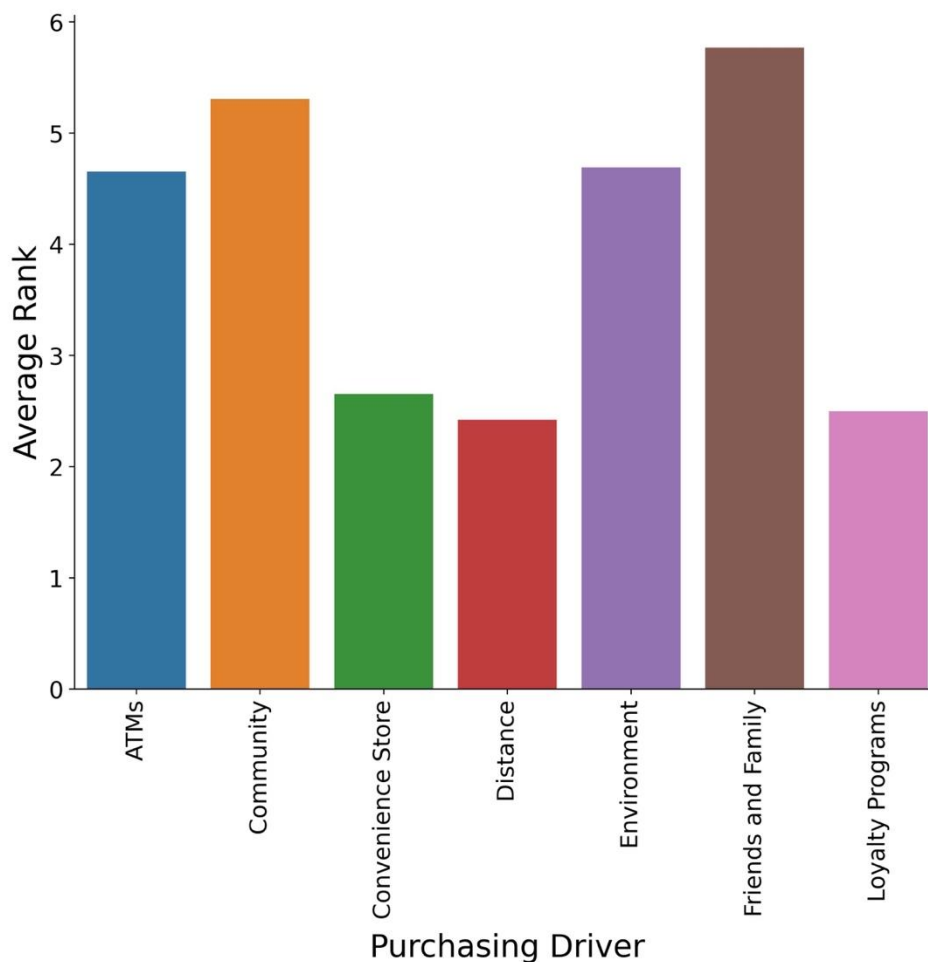


Figure 18: Repeat purchasing driver

Respondents were given seven factors they had to rank in order of importance on why they chose their preferred fuel brand in question four. The intention of this question was to establish which factors South African Millennials claim to drive their repeat purchasing behaviour. The available choices were ATMs at their preferred fuel brand, whether their preferred fuel brand uplifts the local community, the convenience store

at their preferred fuel brand, the distance to their preferred fuel brand service station, whether their preferred fuel brand minimises damages to the environment, their friends and family use the same preferred fuel brand and loyalty programs offered by their preferred fuel brand. The lower the average rank on the figure, the more important that factor is on average for respondents. Respondents indicated that the distance to their preferred fuel brand's service station and loyalty programs offered by their preferred fuel station are the most important factors when choosing a fuel brand to purchase from. Recent studies also indicated that loyalty programs and rewards offered by fuel brands are deemed as the number one purchasing driver (Consulta, 2019). The second most important repeat purchasing driver is the convenience store at their preferred fuel brand. Community upliftment from a fuel brand and a fuel brand's environmental concern were ranked on the graph as the 4th and 5th out of 7 most important factor as a repeat purchasing driver. Respondents also indicated that a fuel brand's concern for the environment is a more important repeat purchasing factor than that of a fuel brand's community upliftment. Figure 18 demonstrates that the impact fuel brands have on the environment, or their community involvement are not important factors that South African Millennials consider when choosing a fuel brand. Rather, general marketing strategies like loyalty programs, location, and convenience stores which caters for a wider range of products are the most important repeat purchasing drivers.

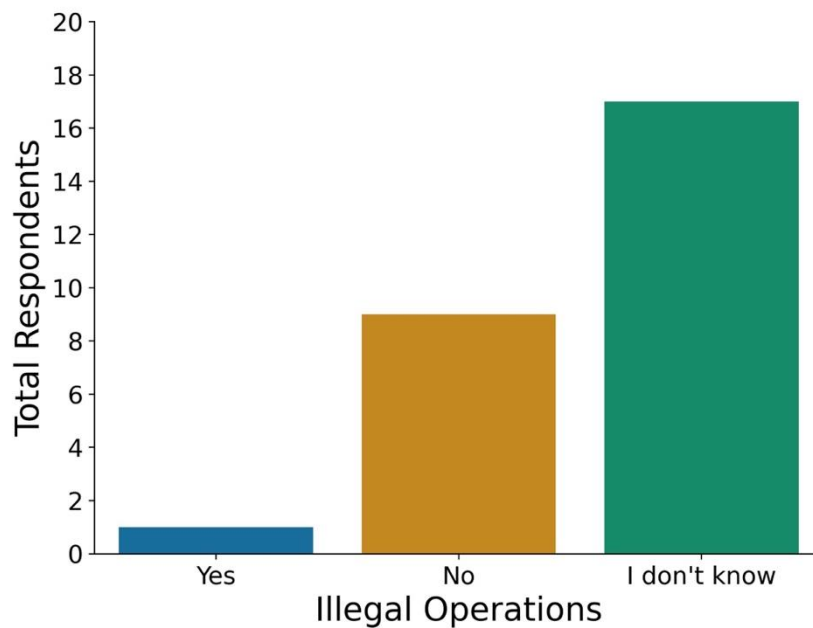


Figure 19: Illegal operations

To help determine whether CSR initiatives are a considered point of differentiation within the fuel industry, respondents were asked questions based on Carroll's CSR pyramid.

Respondents were first asked whether their preferred fuel brand has been involved in illegal operations. From the sample group, 17 out of the 27 respondents were not aware whether their preferred fuel brand has been involved in illegal operations. This indicates that a large proportion of the sample is not aware whether their preferred fuel brand has been involved in illegal operations. Of the 10 respondents who do know, the majority said their preferred fuel brand has not been involved in illegal operations.

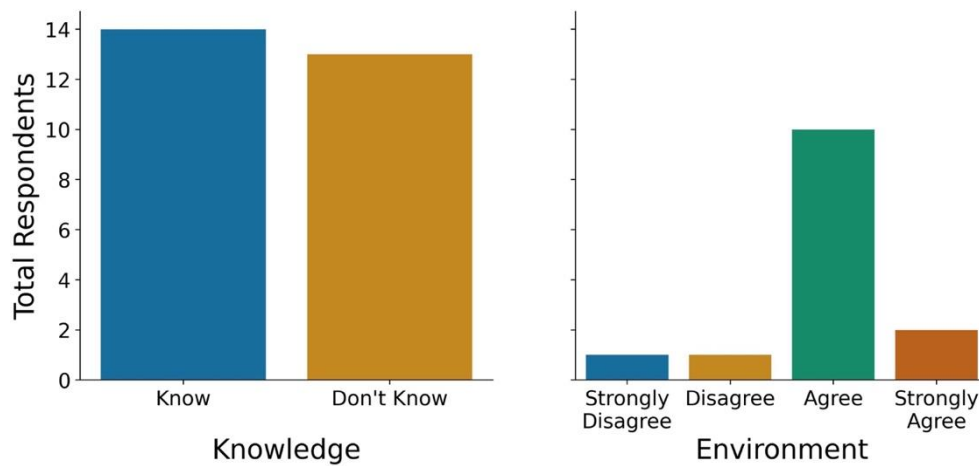


Figure 20: Environment

A 5-point Likert-scale was used to ask respondents to which extent do they agree that their preferred fuel brand is concerned about the environment. The 5-point Likert-scale was used with 1 representing “strongly disagree”, 2 representing “disagree”, 3 representing “agree”, 4 representing “strongly agree” and 5 representing “I don’t know”. From the 27 respondents, 13 respondents highlighted that they do not know whether their preferred fuel brand is concerned about the environment. From the remaining 14 respondents that do know whether their preferred fuel brand is concerned about the environment, 12 respondents indicated that they either agree or strongly agree with the statement. This indicates that majority of respondents are not aware of their preferred fuel brands environmental impact and that the respondents who are aware, the majority agrees that their preferred fuel brand is concerned about the environment.

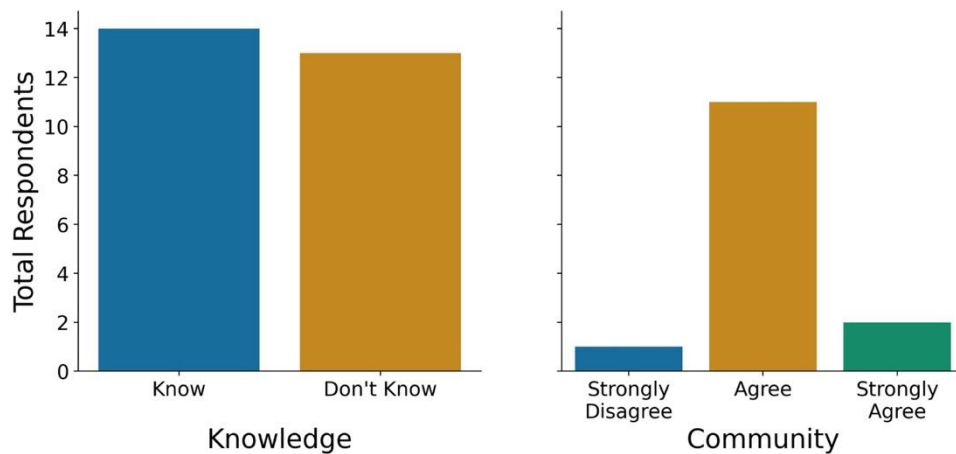


Figure 21: Community

A 5-point Likert-scale such as in the previous question was used to ask respondents to which extent, they agree that their preferred fuel brand uplifts the community. It is evident from Figure 12 that 13 out of the 27 respondents indicated that they do not know whether their preferred fuel brand uplifts the community. As to where from the 13 respondents that do know, 13 out of the 14 respondents either agree or strongly agree with the statement as to where only 1 respondent strongly disagree.

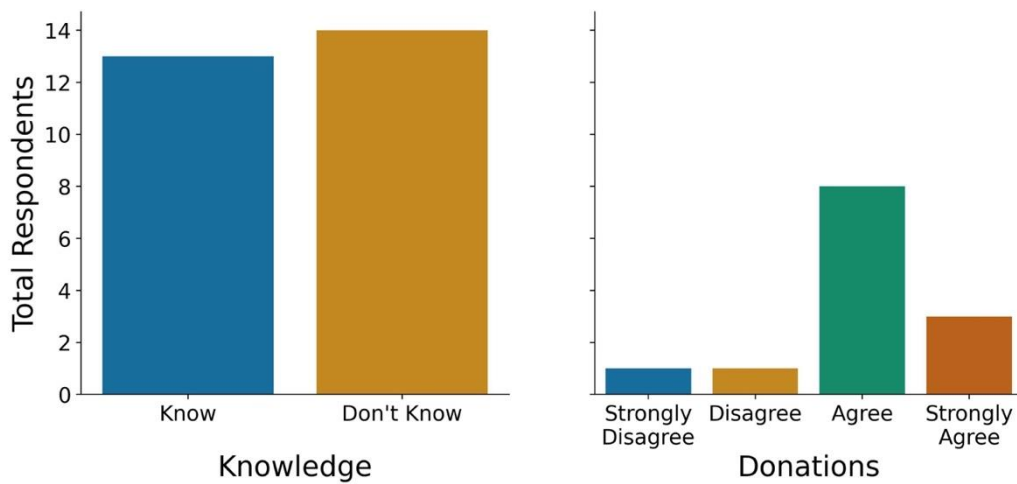


Figure 22: Donations

A 5-point Likert-scale was used to ask respondents to what extent do they agree that their preferred fuel brand makes charitable donations. Figure 22 demonstrates that 14 out of the 27 respondents do not know whether their preferred fuel brand makes charitable donations. From the sample who are aware whether their preferred fuel

brand makes charitable donations, 11 out of the 13 respondents either agree or strongly agree. Only 2 respondents from the sample either disagree or strongly disagree. The above mentioned implies that majority respondents are not aware to what extent their preferred fuel brand makes charitable donations. From the respondents who are aware, majority of respondents believe their preferred fuel brand makes charitable donations.

It is remarked that these three Likert-scale questions may explain why community involvement and environmental impact were not purchasing drivers. It might be that all the respondents who answered, “I don’t know” to these questions ranked “Community” and “Environment” last because they are not aware of any activities.

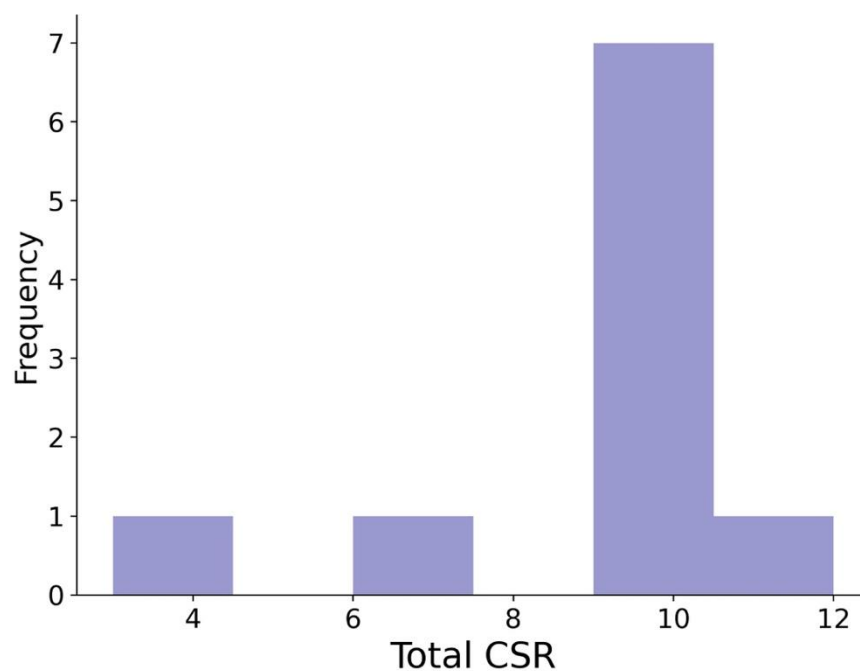


Figure 23: Total CSR

An average CSR sum was calculated by taking the sum of the three 5-point Likert-scale questions presented in Figure 19 - Figure 22. The highest average score for CSR a respondent can score is 12 while the lowest score is 3. Figure 23 illustrates that the mode for total CSR is between 9.5 and 10.5 which is deemed as very high. Only 2 respondents have a score lower than 7.5. This indicates that the sample believes their preferred brand participates in CSR initiatives.

Note that the total CSR score is only calculated for the 10 respondents that never answered, "I don't know".

Section 4: CSR initiatives

The last section of the online survey was designed to establish which aspects, if any, of CSR does the sample believe to be most important.

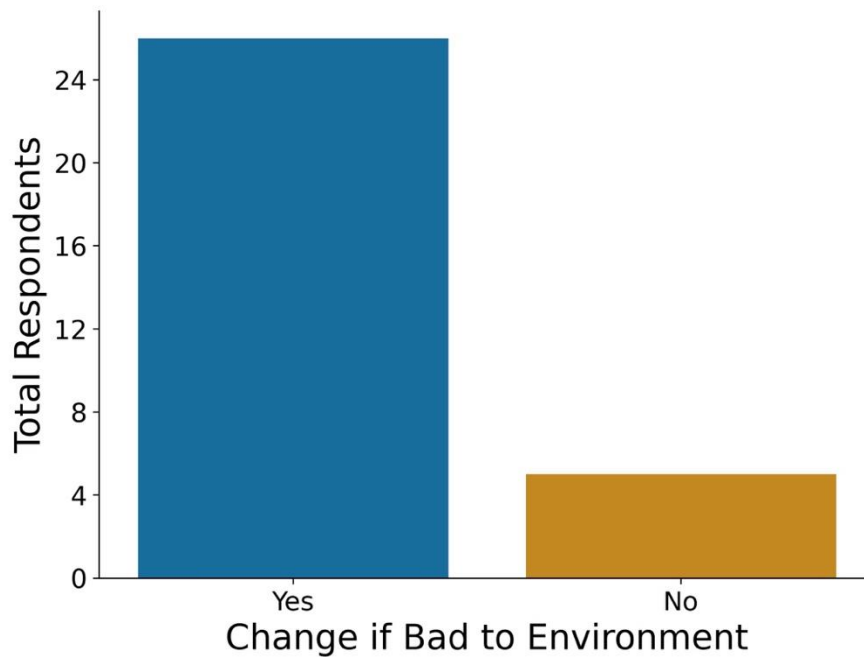


Figure 24: Bad for the environment

Respondents were asked whether they will switch brands if they become aware that a fuel brand damages the environment. From the total sample group, 27 out of the 31 respondents (83.9% of respondents) indicated that they would switch fuel brands if they became aware that one damages the environment. This is supported by Anderson et al. (2018) findings which suggest that Millennials will switch brands if they become aware that one is more environmentally friendly. Recall that Figure 20 illustrates that 13 out of the 27 (48%) respondents who have a preferred fuel brand indicated that they do not know whether their preferred fuel brand minimises damages to the environment. However, more than 83% of the respondents will change fuel brands if they become aware that one damages the environment. Given the fact that 83% of respondents will change fuel brands if they become aware that one is bad for the environment, but only 48% of respondents are aware whether their fuel brand minimises damages to the environment. This indicates that fuel brands don't effectively communicate their environmental concern.

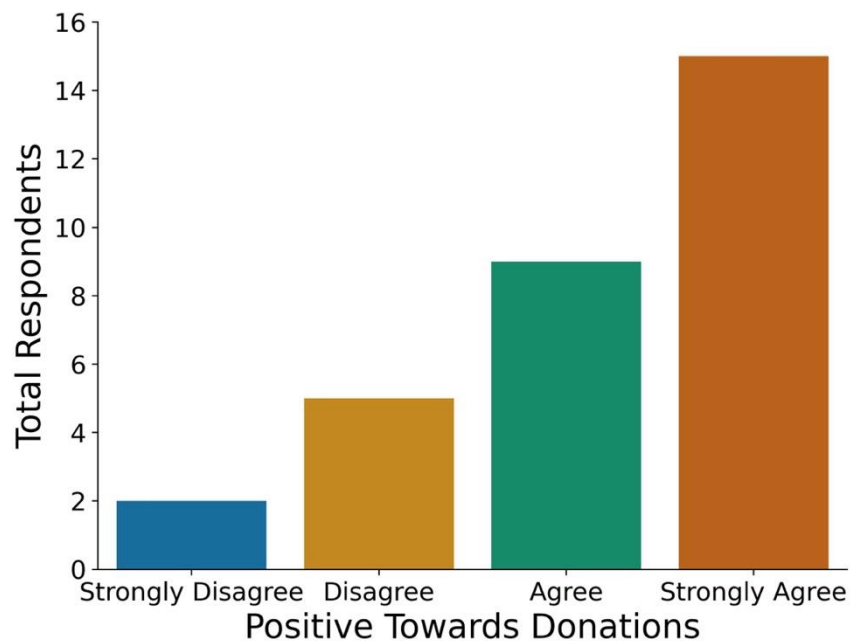


Figure 25: Charitable donations

Respondents were asked to indicate to which extent they agree or disagree on whether they feel positive towards a fuel brand that make charitable donations to social causes. The 4-point Likert-scale was used with 1 representing “strongly disagree”, 2 representing “disagree”, 3 representing “agree”, 4 representing “strongly agree”. From the sample group, 15 out of the 31 respondents indicated that they strongly agree, 9 out of the 31 respondents said they agree, 5 out of the 31 respondents disagree and only 2 out of the 31 respondents strongly disagree. Figure 25 illustrates that 24 out of the 31 respondents either agree or strongly agree. This data indicates that fuel brands who make charitable donations will influence the respondents feeling towards the brand positively.

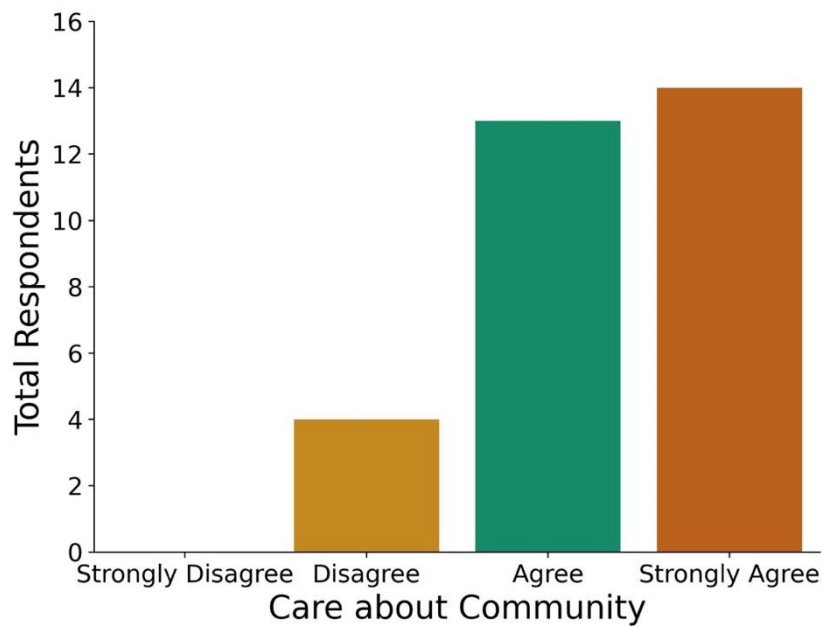


Figure 26: Community

Respondents were asked to indicate to which extent they agree or disagree on whether they care about a fuel brand that uplifts the community. The 4-point Likert-scale was used as explained at Figure 25. From the sample group, 27 out of the 31 respondents either agree or strongly agree as to where only 4 respondents indicating that they disagree. Note that this question can be compared to Figure 21. Although most of the respondents were unaware of their preferred fuel brand's community involvement, Figure 26 clearly indicates that respondents care about a fuel brand's community involvement.

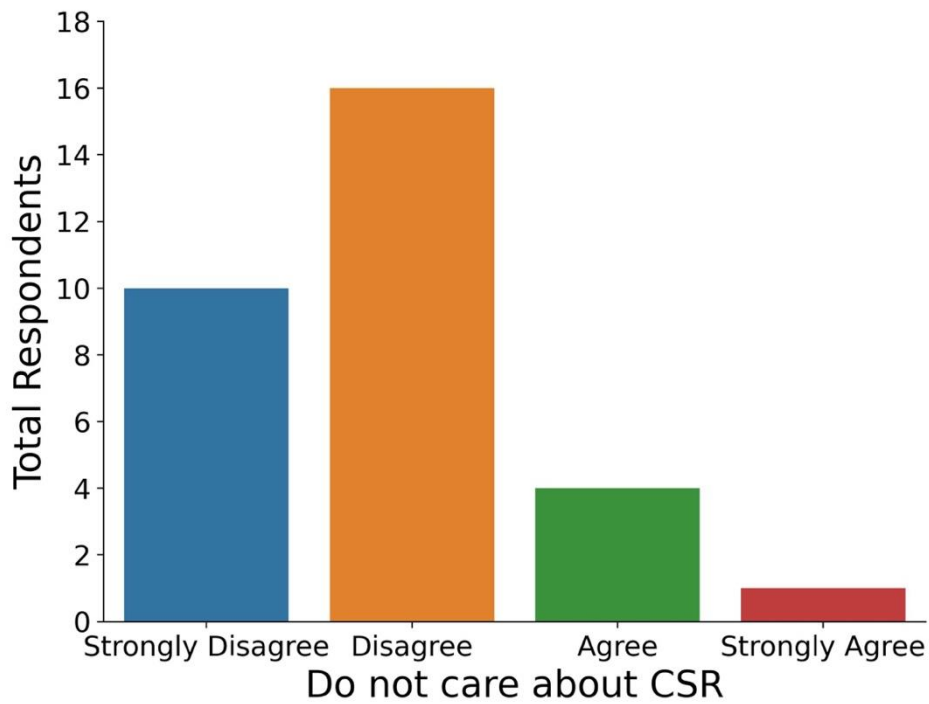


Figure 27: Don't care about CSR

Respondents were asked to indicate to which extent they agree or disagree on whether they don't care if a fuel brand is socially responsible. As illustrated in Figure 27, 26 out of the 31 respondents indicated that they disagree or strongly disagree meaning that 26 out of the 31 respondents care that a fuel brand is socially responsible. The data suggest that the sample group places importance on fuel brands that are socially responsible.

Correlation findings:

In the previous sections, South African Millennials' brand resonance and their views of the CSR activities of South African fuel brands were investigated separately. The main research question which asks, "Does Corporate Social Responsibility initiatives influence South African Millennial's brand resonance with a specific fuel brand?" is now addressed.

Recall that, for each respondent, two scores were calculated, total brand resonance and total CSR. These scores were obtained by summing the values of the Likert-scale questions, where an ordinal variable was used such that one represents "Strongly Disagree" up to four representing "Strongly Agree". Similarly, responses to the question relating to customer experience were formatted such that one represents "Extremely Unsatisfactory" up to four representing "Extremely Satisfactory".

The total brand resonance and total CSR scores are used to establish whether there is a statistical relationship between brand resonance and CSR. Firstly, the total brand resonance of respondents who answered, "I don't know" for the CSR questions is compared to those who answered "Yes" or "No". This will explain whether South African Millennials' brand resonance differs for those aware of CSR activities or not. Based on these findings, the statistical relationship between total brand resonance and total CSR is investigated by testing if there is a significant correlation between the two variables. The findings of these two hypothesis tests will be used to address the main research question.

One major constraint on the data is the small sample size. Only 27 respondents indicated they have a preferred fuel brand. Additionally, only 10 respondents never answered "I don't know" to the CSR questions. These constraints imply that one would violate the assumptions of the Pearson correlation test and those of an analysis of variance (ANOVA). However, these tests are still performed to demonstrate the capabilities of the study. Furthermore, the tests are supplemented with non-parametric

alternatives that do not rely on the previously mentioned statistical assumptions. The results of these tests can be interpreted with more certainty.

As a starting point, the total brand resonance of the group that responded “I don’t know” was compared to the rest of the sample. An ANOVA was used to test if there is a significant difference between the population means of brand resonance for the two groups. The F-test returned a p-value of 0.9786. Since this value is much larger than any acceptable level of significance, the null hypothesis that the two-population means are equal cannot be rejected. Therefore, there is insufficient evidence that the population average brand resonance of the group that responded “I don’t know” differs from those who responded to the CSR. Note that the assumptions of the ANOVA test are not satisfied since the brand resonance score is not necessarily normally distributed. However, the test does not suggest a significant difference between the two groups’ brand resonance. Similarly, the Kruskal-Wallis test, a non-parametric equivalent of the ANOVA, return a p-value of 0.9072. Again, there is insufficient evidence that the population central location of brand resonance of the group that responded “I don’t know” differs from those who responded to the CSR.

Since there is no difference between the average brand resonance of these abovementioned groups, it seems logical to impute the “I don’t know” responses with the modal class of the corresponding question. In other words, if a respondent answered “I don’t know” to a question, the mode of that question with the “I don’t know” category removed was used as the response. Doing this will increase the sample size back to 27. The figure below shows the data of the 27 respondents after imputing the “I don’t know” responses.

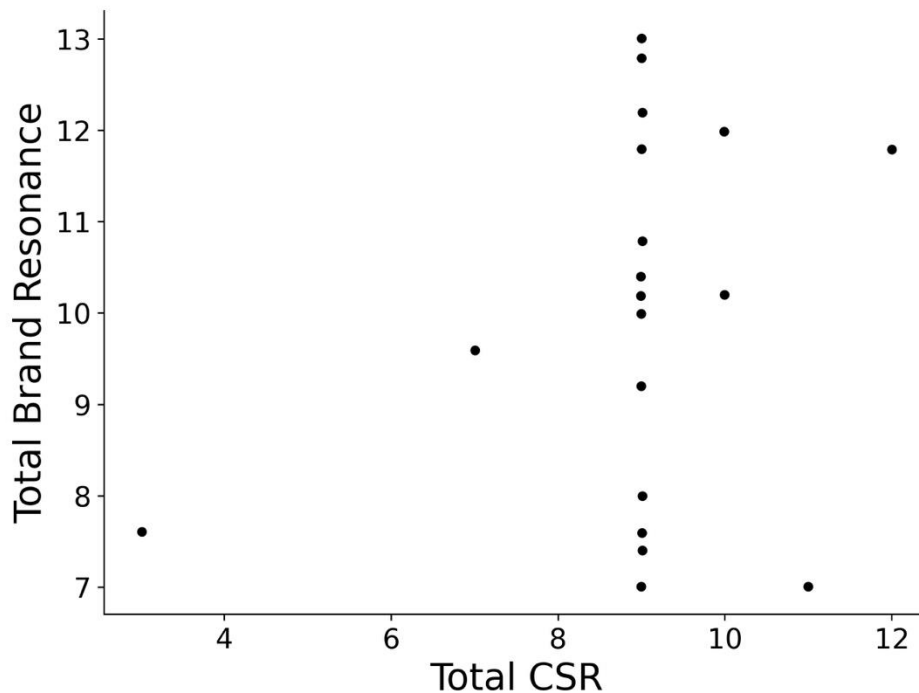


Figure 28: Total brand resonance and total CSR

The Pearson correlation test was performed to test for a significant correlation between total brand resonance and total CSR using the responses from all 27 respondents. Again, note that the Pearson correlation assumes that both variables are normally distributed. The sample size of 27 is still too small to assume normality. Nevertheless, the Pearson correlation was 0.2486 with a p-value of 0.2112. Therefore, there is a moderate positive correlation between brand resonance and CSR of the respondents in the sample. However, based on the p-value of 21.12%, there is insufficient evidence that the population correlation differs significantly from zero. Furthermore, the Spearman rank-order correlation test return a sample correlation of 0.1814 with a p-value of 0.3651. Again, there is only a weak relationship present in the sample, and the p-value indicates that the population correlation is not significantly different from zero. The scatter plot below visualises the relationship between total brand resonance and total CSR for the sample of 27 respondents.

Finally, the tests above were repeated for the 10 respondents that did not answer “I don’t know” to any of the CSR questions. The sample size of 10 is too small place

great certainty in the Pearson correlation test. However, based on these 10 respondents, the Pearson correlation was 0.8874 with a p-value of 0.000612. There is a very strong positive relationship between brand resonance and CSR among the respondents who are aware of CSR activities. Furthermore, the p-value of 0.061% indicates that the correlation is significantly different from zero. Therefore, based on this sample of 10 respondents and assuming that the assumptions of the Pearson test are satisfied, it can be concluded that there is a (statistically) significantly strong positive relationship between brand resonance and CSR among South African Millennials who are aware of CSR activities.

Since the assumptions of the Pearson correlation test are violated, the Spearman rank-order correlation was used. Spearman's sample correlation for the 10 respondents was 0.7799 with a corresponding p-value of 0.0078. Again, even the non-parametric test indicates that the strong positive correlation between brand resonance and CSR is highly significant since the p-value is close to zero. This test agrees with the Pearson correlation test indicating a statistically significant positive relationship between brand resonance and CSR among South African Millennials who are aware of CSR activities. The scatter plot below shows the scores for total resonance and total CSR of the 10 respondents. Note that some points were slightly shifted because some of the observations were equal.

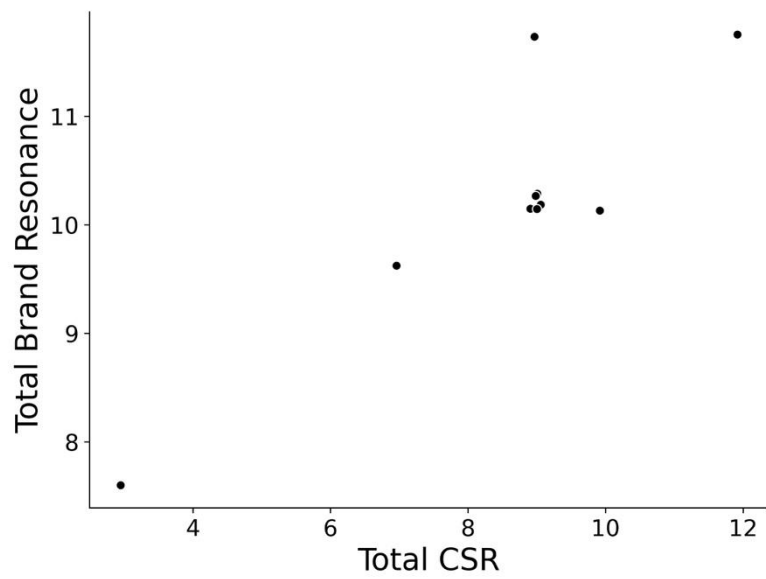


Figure 29: Total brand resonance and total CSR

The above-mentioned supports Muniz, Guzmán and Paswan (2019) findings which states that brand resonance is positively influenced when there is an emphasis on CSR activities.

Research Question, Problem, Hypotheses/Objectives Addressed:

Based on the analysed data findings, the research question, problem and hypothesis can now be addressed and answered.

Through analysing the correlation findings, it is evident that there is a positive relationship between brand resonance and CSR, which answers the main research question on whether CSR influences brand resonance among South African Millennials toward the fuel industry.

The data suggested that 87.1% of the sample group have a preferred fuel brand, indicating that there is name recognition among South African fuel brands. Engen is the most preferred fuel brand amongst the sample group. The sample scored an average of 11 out of 16 for brand resonance, indicating that South African Millennials have high resonance with their preferred fuel brand. Considering the above, research sub-question 1, “Are South African Millennials loyal towards fuel brands”, can now be answered. The findings suggested that South African Millennials are loyal to their preferred fuel brand. Though there were few respondents who selected BP and Sasol as their preferred fuel brands, the data highlighted that these respondents have the highest brand resonance compared to respondents who preferred competing brands. The small number of respondents who prefer BP and Sasol implies that that sub-population was not sufficiently covered within the sample.

Furthermore, it is understood that the distance to their preferred fuel brands’ service stations, as well as loyalty programs offered by their preferred fuel brand, are the main repeat purchasing drivers within the fuel industry. Corporate social responsibility factors, which included environmental concern and community upliftment by their preferred fuel brand, only ranked as 4th and 5th out of the seven most crucial repeat-purchasing factors. It is noteworthy that environmental concern is a more critical repeat-purchasing driver among the sample than that of community upliftment by their preferred fuel brand. Referral from friends and family ranked as the least essential

repeat purchasing driver. The data also indicated that more than half of the respondents would not refer their preferred fuel brand to family and friends. The above-mentioned indicates that word-of-mouth plays a small role in building brand resonance toward South African fuel brands.

In order to see whether specific corporate social responsibility initiatives are more influential than others when selecting a fuel brand, respondents were asked whether they would change fuel brands if they became aware that one is bad for the environment. From the sample, 27 out of the 31 respondents (87.1%) indicated that they would change fuel brands. The data suggest that fuel brands' environmental concern is deemed important among South African Millennials. From the sample, 24 out of 31 respondents indicated that they favour a fuel brand that makes charitable donations. At the same time, 27 out of the 31 respondents care about a fuel brand that uplifts the community. Although there is a slight difference, more respondents from the sample group agreed that fuel brands should uplift the community than make charitable donations. This indicates that uplifting the community is a more critical corporate social responsibility initiative for South African Millennials than making charitable donations. The above-mentioned contradicts Mahmood and Bashir's (2020) statement which suggests that philanthropic corporate social responsibility initiatives are deemed as the most important amongst Millennials. Respondents were also asked whether they care if a fuel brand is socially responsible, with 26 out of the 31 indicating that they care whether a fuel brand is socially responsible. In light of the above discussion, it is evident that environmental concern is the most important corporate social responsibility initiative amongst South African Millennials, followed by community upliftment, social responsibility, and charitable donations.

Chapter 4: Conclusion:

Introduction:

The purpose of this research study entailed an exploration of the influence of CSR initiatives on South African Millennials within the South African fuel industry. The aim of this research study was to identify which factors South African Millennials claim to

drive their repeat purchasing behavior within the fuel industry. It is concluded that South African Millennials value fuel brands who actively participate in CSR initiatives, but don't consider it as their main repeat purchasing driver. Factors such as distance to fuel brand, loyalty programs and convenience store at their preferred fuel brand are deemed as more important repeat purchasing factors than that of CSR initiatives.

The findings were analysed and tested against the research theory which included Carroll's CSR pyramid and Keller's CBBE model to address the research questions.

Ongoing, this section discusses the validity and reliability of the study. Furthermore, the implications of findings for future practices, and the anticipated contributions will be discussed. The following section is a discussion of the research studies' limitations and ethical considerations.

Validity and reliability:

Validity involves the accuracy of the measurement as to where reliability refers to the consistency of the measurement (Mora, 2011).

To ensure validity, a reliable instrument such as an online survey was used to collect data. The survey was designed in a professional manner and was presentable to respondents. The questions within the online survey was designed to measure whether South African Millennials are brand loyal, whether they are brand loyal due to CSR initiatives and whether they are aware of South African fuel brand's CSR initiatives. To enhance the validity of the study, the survey was based on existing theories and was carefully and precisely worded to ensure accurate results. Clear descriptions of key terms and definitions were given to respondents to ensure they understand the questions correctly.

To ensure reliability, all respondents acquired the same survey to ensure that questions produce the same type of information each time respondents complete the survey. All respondents got the same information about the research topic to ensure

reliability. The anonymity of the online survey ensured that all respondents answer truthfully to achieve reliable results.

Implications of findings for future practices:

Fuel brands can incorporate CSR initiatives to better resonate with South African Millennials. CSR initiatives do positively influence South African Millennials when deciding from which fuel brand to purchase. However, it is not considered as the main repeat purchasing driver as mentioned above. CSR initiatives influence brand resonance although to a lesser degree found in previous literature. It is therefore essential for fuel brands to understand the power CSR initiatives have on brand resonance amongst South African Millennials. However, fuel brands also consider the other factors that drive South African Millennials' repeat purchasing behavior.

Anticipated Contribution and Heuristic Value:

Since petrol in South Africa is a fixed price, it indicates that price does not play a role in building brand resonance toward fuel brands. This study provides fuel brands in South Africa a deeper understanding on the repeat purchasing drivers of South African Millennials. The study also helps examine the extent to which CSR initiatives influences brand resonance or whether other factors influence brand resonance. Since CSR initiatives play a role in building brand resonance, it highlights the importance of CSR for fuel brands, which can help them restructure their marketing funds. The study also assist fuel brands in determining which type of CSR initiatives influences South African Millennials' brand resonance. It is essential that CSR plays a role towards brand resonance to ensure that society is not negatively affected.

Ethical considerations:

The online survey was designed to ensure that no personal information or contact details were collected from the respondents. The data that was collected is not subject to any ethical considerations since factors such as race, gender and income levels was not used in this study. Specifically, the study only focuses on the general South African Millennial population. Therefore, the study does not reflect any demographical

attributes about South African Millennials. The online survey had screening questions to ensure that all respondents give consent to participate in this research study. The online survey was designed that respondents were allowed to withdraw at any stage within the study and was not negatively affected if they withdraw from the study. It was also vital to ensure that all respondents participate voluntarily and that the data that collected stay confidential between the parties involved in the study.

Limitations:

Due to limited funds, the study is limited to only 31 participants which limits the researcher to make generalisations about the population. This limitation is addressed in the research findings and it is advised to repeat the study with a bigger sample size. The time constraint of this study also limits the extensiveness of the study. The researcher addressed this limitations by implementing convenience sampling. Convenience sampling allowed the researcher to collect a large amount of data in a small period of time. As the research study only encompasses quantitative research, it limits the understanding to why consumers behave a certain way. In order to understand why consumers act a certain way, certain topics were supported by secondary research to reach a conclusion. Convenience snowball sampling also limits the study as it can lead to biasness. For this reason, the researcher included screening questions to ensure that all respondents meet the required requirements to participate in this study.

Final Remark:

It is evident from this research study that an emphasis on CSR initiatives will increase the level of brand resonance amongst South African Millennials toward fuel brands. The research study also indicates that South African Millennials have a preferred fuel brand, with Engen being the most preferred fuel brand. Engen is the only local fuel brand which could imply that South African Millennials favour South African brands. Engen (2022) also has the most service stations in South Africa compared to competitor which could indicate why Engen is the most preferred fuel brand as the main repeat purchasing factor is distance. As the research found that convenience

store and loyalty program at their preferred fuel brand are top repeat purchasing factors, further research can be done on whether South African Millennials resonate better with Engen's partner brands which include Woolworths and Clicks.

From the data collected, it confirms that respondents who chose Sasol as their preferred fuel brand have the highest level of brand resonance. However, there were only one respondent who chose Sasol as their preferred brand. The reason for this could be that only extreme loyal Sasol consumers were willing to complete the survey. Shell has the lowest brand resonance score amongst the respondents. This could be due to their recent negative CSR such as spillage and fracking on the West Coast in South Africa. However, this poses gaps for further research studies to help determine why Shell consumers have such a low level of brand resonance. Shell (2021) stated that 90% of transport globally are powered by their company. Covid-19 made more consumers aware of the environmental damages transport emissions causes. This negative connotation paired with the direct link between Shell and transport emissions may lead to a lower brand resonance score.

The data also highlights that a fuel brand's environmental concern is a more repeat purchase driver than that of local community upliftment. Shell's primary complaint from consumers are about their environmental impact. The above mentioned can be another reason for the low level of brand resonance amongst Shell consumers.

Engen, BP and Total have similar levels of brand resonance with South African Millennials. These three fuel brands have a bigger emphasise on youth development in South Africa compared to other fuel brands. This indicates that South African Millennials might see youth development as a more important corporate social responsibility especially in the South African context.

As 83% of respondents stated they will change fuel brands if they become aware that one is bad for the environment, but only 48% of respondents are aware whether their preferred fuel brand minimises damages to the environment. This indicates that fuel brands don't effectively communicate their environmental impact. Furthermore, it is suggested that fuel brands should communicate how they minimise damages to the environment as environmental concern is a brand switching factor within the fuel industry.

Distance to fuel brand's service station, loyalty programs offered by fuel brand and convenience store at fuel brand are deemed as the most important repeat purchasing factors amongst South African Millennials.

Reference List:

- Anderson, R., Dahlquist, S., Garver, M. 2018. Millennial's purchasing response to CSR behavior. *Journal of Marketing Management*. 28(1):14-29. [Online]. Available at: <http://www.mmaglobal.org/publications/MMJ/MMJ-Issues/2018-Spring/MMJ-2018Vol28-Issue1-Anderson-Dahlquist-Garver-pp14-29.pdf> [Accessed 26 April 2022].
- Bhandari, P. 2020. What is Quantitative Research? Definition, Uses and Methods. *Scribbr*, 12 June 2020. [Online]. Available at: <https://www.scribbr.com/methodology/quantitative-research/> [Accessed 20 March 2022].
- BP. 2022. Corporate Social Investment. [Online]. Available at: https://www.bp.com/en_za/south-africa/home/community/csi-strategy-andprojects.html [Accessed 15 June 2022].
- BP. 2021. *Reimagining energy for people and our planet*. South Africa: BP.
- Business Jargons. 2022. Brand Resonance. [Online]. Available at: <https://businessjargons.com/brand-resonance.html> [Accessed 30 April 2022].
- Caltex. 2022. Community Partnership. [Online]. Available at: <https://caltex.co.za/aboutus/community-partnership.html> [Accessed 15 June 2022].
- Carroll, A.B. 2016. Carroll's pyramid of CSR: taking another look. *International Journal of Corporate Social Responsibility*, 1(3):1-8. [Online]. DOI: 10.1186/s40991-016-00046 [Accessed 20 March 2022].
- Cheng, M. 2019. 8 Characteristics of millennials that support Sustainable Development Goals. *Forbes*, 19 June 2019. [Online]. Available at: <https://www.forbes.com/sites/marqueritacheng/2019/06/19/8-characteristics-ofmillennials-that-support-sustainable-development-goals-sdgs/?sh=7493bfa229b7> [Accessed 25 March 2022].
- Consulta. 2020. South Africa's fuel stations shine a light on customer satisfaction, 29 June 2020. [Online]. Available at: <https://blog.consulta.co.za/south-africas-fuelstations-shine-a-light-on-customer-satisfaction/> [Accessed 21 March 2022].
- Du Plooy-Cilliers, F. 2014. *Research paradigms and traditions*. In: Du Plooy-Cilliers, F., Davis, C. and Bezuidenhout, R.M. eds. *Research Matters*. Claremont: Juta, Chapter 2: 18-35.
- Engen Cares. 2022. CSR. [Online]. Available at: <https://engen.co.za/engen-cares/csi> [Accessed 20 March 2022].
- Flume. 2021. Marketing to South African Millennials. [Online]. Available at: <https://flume.co.za/marketing-to-south-african-millennials/> [Accessed 2 June 2022].
- Gupte, E. 2022. Shell cancels seismic work offshore South Africa after legal challenge.

- S&P Global, 5 January 2022. [Online]. Available at: <https://www.spglobal.com/commodityinsights/en/market-insights/latest-news/energytransition/010522-shell-cancels-seismic-work-offshore-south-africa-after-legalchallenge> [Accessed 2 May 2022].
- Guzmán, F. and David, G. 2017. The impact of corporate social responsibility on brand equity: consumer responses to two types of fit. *Journal of Product and Brand Management*, 26(5): 435-446. [Online]. DOI: 10.1108/JPBM-06-2015-0917 [Accessed 30 March 2022].
- Havas Group. 2021. Havas' meaningful brands report 2021 finds we are entering the age of cynicism. [Online]. Available at: https://www.havasgroup.com/press_release/havas-meaningful-brands-report-2021finds-we-are-entering-the-age-of-cynicism/ [Accessed 20 March 2022].
- Hur, W., Kim, H. and Jeong, W. 2014. How CSR Leads to Corporate Brand Equity: Mediating Mechanisms of Corporate Brand Credibility and Reputation. *Journal of Business Ethics*, 125: 75-86. [Online]. DOI: 10.1007/s10551-013-1910-0 [Accessed 30 March 2022].
- Mahmood, A. and Bashir, J. 2020. How does corporate social responsibility transform brand reputation into brand equity? Economic and noneconomic perspectives of CSR. *International Journal of Engineering Business Management*, 12: 1-13. [Online]. DOI: 10.1177/1847979020927547 [Accessed 1 April 2022].
- Maroma, J. 2019. Shell's plan to 'blast' SA's ocean floor was legally authorised. *IOL*, 22 November 2021. [Online]. Available at: <https://www.iol.co.za/news/south-africa/eastern-cape/shells-plan-to-blast-sas-oceanfloor-was-legally-authorised-a1cc4dd6-8de8-49c4-9f4e-ad45d7616c0a> [Accessed 1 May 2022].
- McCombes, S. 2022. Sampling methods: Types and techniques explained. *Scribbr*, 3 may 2022. [Online]. Available at: <https://www.scribbr.com/methodology/samplingmethods/> [Accessed 12 June 2022].
- Mgiba, FM. 2020. South African fuel industry, Customer perceptions and satisfaction, and their impact on customer loyalty and repurchase intention. *Journal of Contemporary Management*, 17(1): 16-40. [Online]. Available at: <https://journals.co.za/doi/abs/10.35683/jcm19098.54> [Accessed 30 March 2022].
- Mochales, G. and Blaanch, J. 2022. Unlocking the potential of CSR: An explanatory model to determine the strategic character of CSR activities. *Journal of Business Research*, 140: 310-323. [Online]. DOI: 10.1016/j.jbusres.2021.11.002 [Accessed 1 April 2022].
- Moisescu, O.I. 2005. The concept of brand equity: a comparative approach. *Munich Personal RePEc Archive*, 4 July 2011. [Online]. Available at: https://mpra.ub.uni-muenchen.de/32013/1/MPRA_paper_32013.pdf [Accessed 28 November 2022].

Mora, M. 2011. Validity and Reliability in Surveys. *Relevant Insights*, 21 February 2011. [Online]. Available at: <https://www.relevantinsights.com/articles/validity-and-reliability/> [Accessed 14 June 2022].

Muniz, F., Guzman, F., Paswan, A.K. and Crawford, H.J. 2019. The immediate effect of corporate social responsibility on consumer-based brand equity. *Journal of Product and Brand Management*, 28(7): 864 – 879. [Online]. DOI: 10.1108/JPBM-09-20182016 [Accessed 1 April 2022].

Muniz, F., Guzmán, F., Paswan, A.K. and Crawford, H.J. 2019. The immediate effect of corporate social responsibility on consumer-based brand equity. *Journal of Product and Brand Management*, 28(7): 864-879. [Online]. DOI: 10.1108/JPBM-09-2018-2016 [Accessed 30 March 2022].

Picket.2022. Consumption patterns are changing with generations. [Online]. Available at: <https://www.group.pictet/wealth-management/consumption-patterns-are-changingyounger-generations#:~:text=Millennials%20represent%20the%20largest%20group%20of%20consumers&text=2%20trillion%20to%20USD2.,enter%20retirement%20%20falling%20from%20USD1> [Accessed 2 May 2022].

Royal Dutch Shell PLC. 2020. *Responsible energy*. The Netherlands: Shell.

Rudominer, R. 2022. Corporate Social Responsibility Matters: Ignore Millennials at Your Peril. *Georgetown University*. [Online]. Available at: <https://csic.georgetown.edu/magazine/corporate-social-responsibility-matters-ignoremillennials-peril/#:~:text=Brands%20can%20bring%20their%20CSR,can%20have%20the%20opposite%20effect> [Accessed 30 April 2022].

Sasol. 2022. Communities. [Online]. Available at: <https://www.sasol.com/sustainability/communities> [Accessed 15 June 2022].

Shell South Africa. 2022. Sustainability. [Online]. Available at: <https://www.shell.co.za/sustainability.html> [Accessed 20 March 2022].

Streefkerk, R. 2022. Inductive vs. Deductive Research Approach. *Scribbr*, 18 April 2019. [Online]. Available at: <https://www.scribbr.com/methodology/inductive-deductivereasoning/#:~:text=What's%20the%20difference%20between%20inductive,general%20premises%20to%20specific%20conclusions.> [Accessed 2 June 2022].

Taylor, C. 2019. What makes a CSR message resonate with millennials and Generation-Z. *Forbes*, 30 April 2019. [Online]. Available at: <https://www.forbes.com/sites/charlesrtaylor/2019/04/30/what-makes-a-csr-messageresonate-with-millennials-and-generation-z/?sh=7b01622c7fc7> [Accessed 2 May 2022].

Thomas, D. Carroll's corporate social responsibility pyramid. *Cyberclick*, 5 January 2022. [Online]. Available at: <https://www.cyberclick.net/numericalblogen/carrolls-corporate-social-responsibility-pyramid#:~:text=Carroll's%20pyramid%20of%20CSR%20was,legally%20compliant%20and%20socially%20supportive> [Accessed 2 November 2022].

Times Live. 2022. These are the six most popular filling station brands in Johannesburg, 2 July 2020. [Online]. Available at: <https://www.timeslive.co.za/motoring/features/2020-07-02-these-are-the-six-mostpopular-filling-station-brands-in-johannesburg/> [Accessed 21 March 2022].

Annexure X – Internal Annexure 2022:

Vega Ethics checklist: RESE8419/p/w

Student Details												
Title	Prof	☐	Dr	☐	Ms	☒	Mrs	☐	Mr	☐	Mx	☐

First name(s)	Margaretha											
Last name(s)	Steyn											
Title of study	A quantitative study on the influence of Corporate Social Responsibility on South African Millennial's brand resonance with South African fuel brands.											
Qualification	Honours in BA Strategic Brand Communication											
Supervisor Details												
Title	Prof	☐	Dr	☒	Ms	☐	Mrs	☐	Mr	☐	Mx	☐
First and last names	Michele O'Hara											
Co-supervisor Details (if applicable)												
Title	Prof	☐	Dr	☐	Ms	☐	Mrs	☐	Mr	☐	Mx	☐
First and last names	Click or tap here to enter text.											
Explaining your research process												
Philosophical paradigm	Positivism	☒	Interpretivism	☐	Constructivism	☐						
	Realism	☐	Objectivism	☐	Pragmatism	☐						
	Functionalism	☐	Subjectivism	☐	Humanist	☐						
	Other:											
Research design:	Interview	☐	Questionnaire (self administered)	☐	Focus group	☐						
	Ethnography/ Observation	☐	Artefact analysis/website/ social media analysis	☐	Action Research	☐						
	Case Study	☐	Design Research (Practice based)	☐		☐						
	Other (if so, state)	☒	Online Survey									
Brief explanation of the population and number of participants/items	A sample size of 30 respondents will be included in this study. The participants will be Millennials who reside in South Africa.											
Target group sampling methods/artefact (No under 18's or vulnerable groups allowed)	Purposive	☐	Random	☐	Snowball	☒						
	Convenient	☒	Stratified	☐	Census	...						
	Explain selection process		The researcher's social media channels will be used to collect quantitative data. The online survey will be sharable to encourage social media users to share the online survey.									
Ethics												
Documentation submitted with proposal	Gatekeeper's letter (institutional consent)					☐						
	Completed Annexure E if you conduct research on IIE sites/students/staff					☒						
	Instrument(s) (interview schedule or questionnaire)					☒						
	Participant or respondent consent form					☒						
	Audio-visual consent form (if applicable)					☐						

Campus ethics committee recommendation

Proposal has been reviewed by the supervisor and necessary ethics considerations have been included.

☐ Accepted as is and provide letter

☐ Accepted with provisions: Nature of provision: e.g. Instrument is not sufficient / included and need to be signed off by the supervisor

☐ Major issues: Student should not continue with fieldwork. Actions to be taken: Click or tap here to enter text.

Supervisor signature

Click or tap to enter a date.

Co-supervisor/Campus ethics panel member signature

Click or tap to enter a date.

Data collection instrument/tool:

Online Survey:

Fuel Station's Brand Loyalty

I, Margaretha Steyn, am a student at IIE-Vega (a brand of the Independent Institute of Education). I am currently conducting research for my honours degree in BA Strategic Brand Communication, in which I am investigating the influence of corporate social responsibility on brand loyalty of Millennials within the South African fuel industry.

Participation in this study is voluntary, and you have the right to decline participation. Even if you agree to participate in this study, you may withdraw at any time without having to explain your decision. If you decide to withdraw, it will not affect you negatively. Your participation will be anonymous, and no personal data will be collected from the participants. There are no right or wrong answers for the survey.

My supervisor, Michele O'Hara, and the IIE-campus ethics committee approved this study. If you have any questions or concerns, I can be contacted at [REDACTED]

Your participation will be valued and greatly appreciated.

***Required**

Section 1:



1. Q1) I hereby acknowledge and give my full consent to participate in this study as * stipulated above:

Mark only one oval.

- ☐ Yes
- ☐ No

2. Q2) Please select your age bracket: *

Mark only one oval.

- ☐ 18 - 24
- ☐ 25 - 41
- ☐ Older than 41

3. Q3) Do you live in South Africa? *

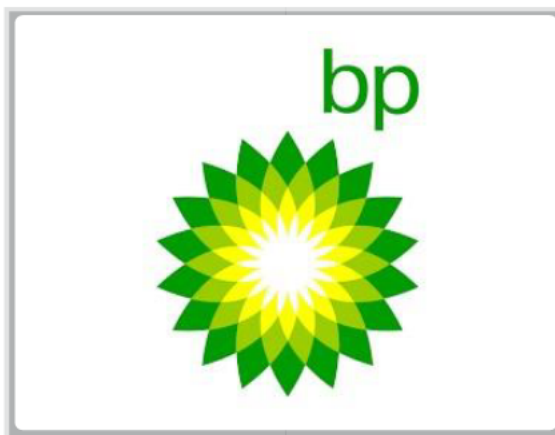
Mark only one oval.

- ☐ Yes
- ☐ No

Section 2: Brand Loyalty



4. Q4) What is your preferred South African fuel brand? * *Mark only one oval.*



☐ BP



☐ Caltex



☐ Engen



☐ Sasol



☐ Shell



☐ Total

☐ Other: _____





☐ I don't have a preferred fuel brand.

5. Q5) Please rate your preferred fuel brand's customer experience. *
- (*Customer experience refers to service at gas station of preferred fuel brand, service at the convenience store at preferred fuel brand and customer service)

Mark only one oval.

Extremely unsatisfactory

1 ☐

2 ☐

3 ☐

4 ☐

Excellent

6. Q6) To what extent do you agree with the following statement: * I will refer my preferred fuel brand to family and friends.

Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

Strongly agree

7. Q7) To what extent do you agree with the following statement: * I will never purchase another fuel brand.

Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

Strongly agree

8. Q8) Of the last 10 times that you purchased at a fuel brand, how many times did you purchase from your preferred fuel brand?
(*This refers to the purchasing of fuel and visiting convenience store at fuel brands.)

Mark only one oval.

- ☐ 10/10 times
- ☐ 9/10 times
- ☐ 8/10 times
- ☐ 7/10 times
- ☐ 6/10 times
- ☐ 5/10 times
- ☐ Less than 4/10 times

Section 3: Purchasing Drivers



9. Q9) Why do you prefer the fuel brand selected in question 3? *
- Please rank the following factors in order of importance.
- (*Please only select each rating once i.e., may only answer "most important" once)

Tick all that apply.

	Loyalty programs offered by fuel brand	Convenience store at fuel brand	Distance to fuel brand's service station	The fuel brand uplifts the community	The fuel brand minimises damage to the environment	My friends and family use the same fuel brand
Most important	☐	☐	☐	☐	☐	☐
2	☐	☐	☐	☐	☐	☐
3	☐	☐	☐	☐	☐	☐
4	☐	☐	☐	☐	☐	☐
5	☐	☐	☐	☐	☐	☐
6	☐	☐	☐	☐	☐	☐
Least important	☐	☐	☐	☐	☐	☐

10. Q10) To my knowledge, my preferred fuel brand has been involved in illegal * operations.

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ I don't know

11. Q11) To my knowledge, my preferred fuel brand is concerned about the environment.

*The scale used for this survey is as follows: 1 = strongly disagree, 2 = disagree, 3 = agree, 4 = strongly agree and 5 = I don't know

Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

I don't know

12. Q12) To my knowledge, my preferred fuel brand contributes to the community.

*The scale used for this survey is as follows: 1 = strongly disagree, 2 = disagree, 3 = agree, 4 = strongly agree and 5 = I don't know

Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

I don't know

13. Q13) To my knowledge, my preferred fuel brand makes charitable donations to social causes.

*The scale used for this survey is as follows: 1 = strongly disagree, 2 = disagree, 3 = agree, 4 = strongly agree and 5 = I don't know *Mark only one oval.*

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

I don't know

Section 4: Corporate Social Responsibility



14. Q14) Will you change fuel brands if you discover that your preferred fuel brand damages the environment?

Mark only one oval.

- ☐ Yes
- ☐ No

15. Q15) To what extent do you agree with the following statement about fuel brands' responsibilities:

I feel positive towards a fuel brand that makes charitable donations to socialcauses.

Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

Strongly agree

16. Q16) To what extent do you agree with the following statement about fuel brands' responsibilities:

I care about a fuel brand who uplifts the community.

Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

Strongly agree

17. Q17) To what extent do you agree with the following statement about fuel brands' responsibilities:

I don't care if a fuel brand is socially responsible.

Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

Strongly agree

THANK YOU FOR PARTICIPATING!

Annexure Z: Ethics Letter Approval:

Date

Student name:

Student number:

Campus:

Re: Approval of RESE8419/RMET8429 Proposal and Ethics Clearance

HONOURS/PGDip ETHICAL CLEARANCE LETTER

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

Your research proposal posed no significant ethical concerns and your supporting documents and instruments are in order to proceed. We hereby provide you with permission to proceed with your research.

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

GENERAL CONDITIONS TO BE FULFILLED IN RELATION TO RESEARCH

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

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

Permission is granted subject to the following conditions:

1. The researcher(s) will need to obtain informed consent in writing from all of the participants in his/ her sample if the study is not anonymous.
2. The researcher(s) may only use the data collected for research purposes and in no other way.
3. Photographs of human subjects may only be taken if relevant to the research, informed consent was obtained, and even with informed consent, the photographs may not be published on any online platforms.
4. The researcher is responsible for supplying and utilising his/her own research resources, such as stationery, photocopies, transport, faxes and telephones and should not depend on the goodwill of the institutions and/or the offices visited for supplying such resources.

5. No names or identifying information of participants may be used within the research and the research must be voluntary.
6. Please make it clear that the information will not be used punitively in any way and participants may in no way be counselled/advised based on this.

Supervisor name:

Signature:

Campus Postgraduate Coordinator (CPC) name:

Signature:

Annexure E(b): Research Consent Form:

The research consent form is to be completed by applicants who are conducting research for the **purpose of studying** towards a degree at either The IIE or another higher education institution. This form is to be completed by candidates who either already obtained **ethics clearance** from the registered institution or requires a **gatekeeper's letter** from The IIE for ethical clearance approval to consent on the use of The IIE students, staff sites or artefacts for the specific research project. The IIE subscribes to the Belmont Report as guideline for ethical research practice. The Belmont report highlights the following three principles *respect for persons*, *beneficence*, and *justice* as critical when considering ethical clearance or consent. Carefully consider your request from an ethics perspective before you submit. The IIE's Ethics Committee has the right to withhold any research that is not in alignment with the institutional policies and best practices of ethical research.

1. Candidates that are not affiliated to The IIE.

Applicants are required to submit the following documentation:

- Annexure E (b) – Research Consent Form (IIE007)
- Proposal of the study that served at the registered institutions ethics committee.
- Data collection instrument (for example: questionnaire, or interview Schedule).
- Copy of the consent form to be shared with participants.
- The ethics clearance certificate from the institution where you are registered for your studies. Should the institutions ethics committee require a gatekeepers letter from The IIE as part of the ethics application at the registered institution it should be noted as such on the below application.

Submit all documents to [REDACTED]

2. Candidates affiliated to The IIE.

Applicants are required to submit the following documentation:

- Annexure E (b) – Research Consent Form (IIE007)
- Proposal of the study that served at the registered institutions ethics committee.
- Data collection instrument (for example: questionnaire, or interview Schedule).
- Copy of the consent form to be shared with participants.
- The ethics clearance certificate from the institution where you are registered for your studies. Should the institutions ethics committee require a gatekeepers letter from The IIE as part of the ethics application at the registered institution it should be noted as such on the below application.

if you are a staff member of The IIE, kindly share your documentation with the respective brand research manager.

The purpose of this request for research consent is to obtain:	
Gatekeeper's Letter	
Research Consent	x

About the researcher															
Title	Prof		Dr		Ms	x	Mrs		Mr						
First name(s)			Margaretha Christina												
Last name			Steyn												
Student number			[REDACTED]												
SA ID number			9	7	0	5	0	8	0	1	2	8	0	8	0
Passport number (if applicable)															
Home address: [REDACTED]							Postal address								
Click or tap here to enter text.							Tick if same as home address							x	
							Click or tap here to enter text.								
Code:			[REDACTED]			Code:									
Telephone number			[REDACTED]			Cell phone number									
Email			[REDACTED]												

About the researcher's affiliations											
<i>Institutional affiliation</i>											
Institution enrolled at		IIE Vega School									
Qualification name		Honours in BA Strategic Brand Communication									
Discipline of study		Branding									
<i>About the supervisor or promoter</i>											
<i>Lead or Main Supervisor/ Promoter</i>											
Title	Prof		Dr	x	Ms		Mrs		Mr		
First and last names		Michele O'Hara									
Email address		mohara@vegaschool.com									
<i>Co-supervisor / promoter</i>											
Title	Prof		Dr		Ms		Mrs		Mr		
First and last names											
Email address											
About the methodology											
Indicate by ticking the appropriate block and answering the relevant sections.											
<i>Questionnaire</i>			<i>Interviews</i>				<i>Observations</i>				
Existing				Structured				Number of observations			
Own			x	Semi-structured				Note what will be observed			
Open-ended				Number of interviews							
Number of respondents			30	Focus group or workshop							

The research instrument will include an online survey on google forms.	Participants per focus group	
	Number of focus groups	
	Briefly expand on the interview, workshop, or focus group questions.	
List of the student or staff groups, sites or artefacts under study	South African Millennials who are active on social media.	
Average time participants or respondents will be involved in research activities	10 minutes per online survey.	

About the ethics considerations for the research						
Aspects considered for ethics consideration.	Informed consent		Anonymity	x	Confidentiality	
	Committed to give feedback on the study		Voluntary participation		Vulnerable group involved	
	Elaborate on vulnerable groups		Other (specify):			
Additional Documentation to be submitted for Consent to be considered.	Research Proposal					x
	Ethics clearance certificate or letter from institution who approved the research/ study or request for a gatekeeper's letter to be supplied for ethical clearance process by registered institution.					x
	Data collection Instrument(s): interview schedule or questionnaire					x
	Participant or respondent consent form that includes information sheet for participants or respondents					x
	Audio-visual consent form (if applicable):					
Proposed submission date of the Ethics Clearance Certificate to The IIE.	Completion of the below fields is only required for candidates who requires a gatekeeper's letter as part of the institutional research ethics application process.					
Conditions for conducting research on or about students, staff, sites or artefacts of The Independent Institute of Education						

1.	A copy of the final paper must be submitted electronically to The IIE's Dean for Research and Postgraduate Studies at research@iie.ac.za as well as the Brand Research Manager no later than 30 days post finalisation.
2.	The researcher(s) is not permitted to either refer to The IIE or any of its educational brands or to the name, logo, brand or any other identifiers of The IIE or any of its educational brands in any way, including, but not limited to, in questionnaires, surveys, interviews, proposal or research reports/articles. The IIE or educational brand in question must be referred to in a generic manner, for example, 'A private higher education institution/provider'.
3.	The researcher(s) will need to obtain informed consent in writing from all of the participants in the sample if the study is not anonymous.
4.	If the Learning Management System (LMS) of The IIE is used, the researcher(s) is not permitted to refer to it by name. Learn needs to be referred to in a generic manner, for example "the Learning Management System of a private higher education institution/provider."
5.	A copy of this letter must be forwarded to the relevant person(s) at the brand or The IIE that would be involved in the study.
6.	Research must be conducted in such a way that the normal programme and operations of the site/ offices is not interrupted.
7.	The campus head of a site must be consulted about an appropriate time when the researcher(s) may carry out the research at the site.
8.	The researcher(s) may only use this data for these research purposes and in no other way.
9.	Should the researcher(s) wish to publish this research or in any way make the results public, for example by publishing the results on a social media platform, this IIE's Ethics Committee will need to approve a request to this end first.
10.	No names or identifying information of participants may be used within the research and the research must be voluntary.
11.	Photographs of human subjects may only be taken if relevant to the research and informed consent from the participants or respondents was obtained, and, even with informed consent, the photographs may not be published.
12.	The researcher is responsible for supplying and utilising their own research resources, such as stationery, photocopies, transport, and telephones and should not depend on the goodwill of the institutions or the offices visited for supplying such resources.
13.	If any of The IIE reports or policies are used as part of the research, all identifying information

needs to be removed.	
14.	Please make it clear that the information will not be used punitively in any way and participants may in no way be counselled or advised based on this.
15.	The reference number of the permission letter, if permission is granted, must appear, in one format or another, on all research documentation distributed amongst IIE staff or students.
Declaration by the researcher (student)	
1.	I declare that all statements made by myself in this application are true and accurate; and
2.	I accept the conditions associated with the granting of approval to conduct research and undertake to abide by them.
MC Steyn.	18 June 2022
Signature of the researcher (student)	Date
Declaration by the supervisor/promoter	
I declare that	

1. the above student is enrolled at the institution to which the undersigned is attached; 2. and that the research proposal and or study has been approved by the Ethics Committee of the institution at which the student is registered; or request a gatekeepers letter as part of the institution's Research Ethics Clearance application process. 3. and that the questionnaires/structured interviews/tests meet the criteria of: • Educational accountability; • Proper research design; • Sensitivity towards participants; • Correct content and terminology; ☐ Acceptable grammar; and • Absence of non-essential/superfluous items.	
Signature of the supervisor/promoter	Date

Disclaimer of self-administered survey:

To whom it may concern,

I, Margaretha Christina Steyn, am a student at IIE-Vega (a brand of the Independent Institute of Education). I am currently conducting research for my Honours degree in BA Brand Communication in which I am investigating the relationship between corporate social responsibility initiatives and brand resonance amongst South African Millennials towards fuel brands.

- 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.
- Your participation will be anonymous.

The study has been approved by my supervisor and the IIE-campus ethics committee. I can be contacted at: [REDACTED] if you have any questions or concerns.

I hereby acknowledge and give my full consent to the participation to this study as stipulated above. (Single choice).



YES