

A STUDY ABOUT BRANDS INFLUENCE ON SOCIETAL BELIEFS



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I hereby declare that the Research Report submitted for the BA honors 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

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ABSTRACT

A great movie tends to do more than entertain or bring people together at a cinema. The potential power it has to change hearts and minds is incredible – and sometimes society at large. According to Haifass Al Mansour, Saudi's first female film-maker, says that "Art can touch people and make them open up."

This can be said as well about brands and the power their messaging has on society, conscious and unconsciously. According to the World Commission on Culture and Development, a society's culture is in a constant state of flux that influences and is being influenced by other views.

The release of Black Panther became a global phenomenon, this was simply through how the movie was able to do this through the activist state of culture talking to many issues within society such as gender roles, economic empowerment racisms and global development etc. To many it was not just a movie, but rather a loud rallying cry for change away from the status quo. The latest BrandTrend research states that (since the launch of the movie) a very large proportion of the American boys from 7 to 25 know off Black Panther. This is less the case for the younger girls, 7 to 9-year-olds, with 'only 55%' of them aware of the brand in last October.

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INTRODUCTION

Title of Study: A study about brands influence on societal beliefs

In this paper the attempt is to explore the potential power movies have, studying the fact that they do more than entertain. This is all in light of the global phenomenon release of Black Panther, this is simply through how the movie managed to talk to many issues within society. To many it was not just a movie, but rather a loud rallying cry for change away from the status quo.

The purpose of this study however will explore and uncover whether people believe that such movies can influence the way they think and act. Tapping into elements mentioned by many of how the movie was not solely a superhero movie, but rather a showcase of the black cultural journey. Not only have that, but the fact that the movie managed to spark the conversation on the evolution as well as the importance of issues such as gender roles, economic empowerment, racisms and global development.

The issue being explored by the researcher is through this research to uncover whether people believe movies such a Black Panther or brands such as Marvel can influence the way people think or act. It is for that reason that the aim of the review is to provide further research into the impact of movies on societal beliefs, through looking at elements such as the relevant theories and models that these brands/movies have used. This topic being investigated uses qualitative research in order to provide the desired insights. The researcher strongly believes that the movie Black Panther was embraced fully by many and it managed to spark the conversation on the evolution as well as the importance of issues such as gender roles, economic empowerment, racisms and global development.

Problem Statement

Current and previous studies have shown that consumers tend to respond and follow brands that tend to synthesize their beliefs, culture and the current status quo. Pautz (2015) explores the prevalence as well the quick accessibilities to movies today if whether this affects the audience watching. However, some studies have not delve deeper on how these movies/brands influence society.

This study attempts to measure how people feel, do they ever think that brands dictate how they feel. The study also suppress the fact that brands tend to stereotype their consumers belief systems, without taking into consideration their real beliefs.

Research Rational

Campbell-Phillips, S. Campbell, S and Phillips, D. 2019 in their journal state the movie took the world and the black audience by storm not only did Marvel create a huge movie that had a black superhero, the majority of the cast was black. In addition to this the music featured in the movie was from black artists and it incorporated an African culture. The movie is a clear indication that it's a movie that tells a story that is told by black people for black people (as well as for others), this making what the researcher is seeking to uncover that the movie had an impact. This is what the proposed research seeks to uncover in-depth. This will study will benefit society because it will highlight how "Black Panther" the first major black superhero movie, had an impact on the current generation and generations to come. This new knowledge will add to some of the existing research for the latest BrandTrend research. Which states that (since the launch of the movie) a very large proportion of the American boys from 7 to 25 know off Black Panther. This is less the case for the younger girls, 7 to 9-year-olds, with 'only 55%' of them aware of the brand in last October.

Research Problem

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Hollywood movies usually have one narrative when it comes to superhero movies, Black Panther however took this narrative into a different direction. Curtis, N (2019) states that movie became one of the highest grossing films of all time. He goes on to state that the movie received a lot of critical.

This is for this reason that the researcher pursued the topic at hand using various methods of qualitative to attempt to under the impact this movie had on the society at large. The researcher looks at different ways how the movie was received in the public, how it influenced their beliefs. Hence the researcher has probed participants in the online survey to delve into and explain things such as do you feel brands dictate how they you feel. Also they had to explain they think brands (or movies) influence their societal beliefs. Furthermore enlightening if whether the movie Black Panther influence your perception of black people. Lastly if they think the movie Black Panther left a lasting impact on society and if there is a need for more movies like Black Panther.

Purpose Statement

Campbell-Phillips, Serlange (2019) states that people tend to use the media to gratify a range of needs, which includes the need for information, personal identity, integration, social interaction and entertainment. Keeping this in mind it can be said that the movie Blank Panther presented a forum for such to be explored.

This Qualitative study will explore and uncover whether people believe that such movies or brands such as Marvel can influence the way they think and act. The movie was not solely a superhero movie, but it portrayed the black culture's journey. Not only that the movie sparked the conversation on the evolution as well as the importance of representation in movies that are in that great calibre.

Research Goal & Questions

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Primary Research Question

1. Do you feel brands dictate how you feel?
2. Do you think brands (or movies) influence your societal beliefs?

Secondary Questions

1. Did the movie Black Panther influence your perception of black people?
2. Do you think the movie Black Panther left a lasting impact on society?
3. Is there a need for more movies like Black Panther?

Research Objectives

1. To determine if brands depict the true beliefs of their followers
2. To analyse existing research if it applies the reality
3. To ascertain if brands stereotype the belief system of their consumers

Theoretical Framework

The proposed research will undercover whether people believe movies such a Black Panther or brands such as Marvel can influence the way people think or act. It is for that reason that the theory that has been identified for this study is David Aaker's (1991) Brand Equity Theory.

In his Brand Equity model, David A.Aaker (1991) identifies five brand equity components: (1) brand loyalty, (2) brand awareness, (3) perceived quality, (4) brand associations and (5) other proprietary assets. He defines brand equity as the set brand assets and labilities linked to the brand.

Mzimba, L., 2020 takes a deeper look at the timing of the movie and the marketing strategy it was incredibly attuned to the latest trends and accurately poised to capitalise.

“It is also dually notable to acknowledge that we are in an essential moment right now in Submitted in partial fulfilment of BCom Honours in Strategic Brand Communication at Vega School, a brand of the Independent Institute of Education (IIE) 08 December 2020

our history. With movements such as Black Lives Matter and Africa Your Time is Now, the clarion call for diversity, equality and equity across society and into multiple industries is demanding the rise and recognition of black value and excellence. The global Afropolitan culture essentially took Black Panther and made it a movement.”

This theory is applicable for the proposed study as the research explores the Brand association element, this was how the movie Black Panther created positive attitude/feelings amongst the Black audience. Not only that the latest BrandTrend research states that (since the launch of the movie) a very large proportion of the American boys from 7 to 25 know off Black Panther. This is less the case for the younger girls, 7 to 9-year-olds, with ‘only 55%’ of them aware of the brand in last October. “It’s also fair to say that Black Panther gained a significant level of awareness in this short period of time. For example in one year, the brand got to be known by 80% of the American boys 7 to 25.

Before its released period, 6 months before, the brand tend to attract mainly boys 10 to 25. Later, the gap closed faster among the older girls: 10-14 improved by 8 points while 15-25 improved by 5 points; as well as among the younger boys: + 6 points.”

Figure 1: Aaker’ Model

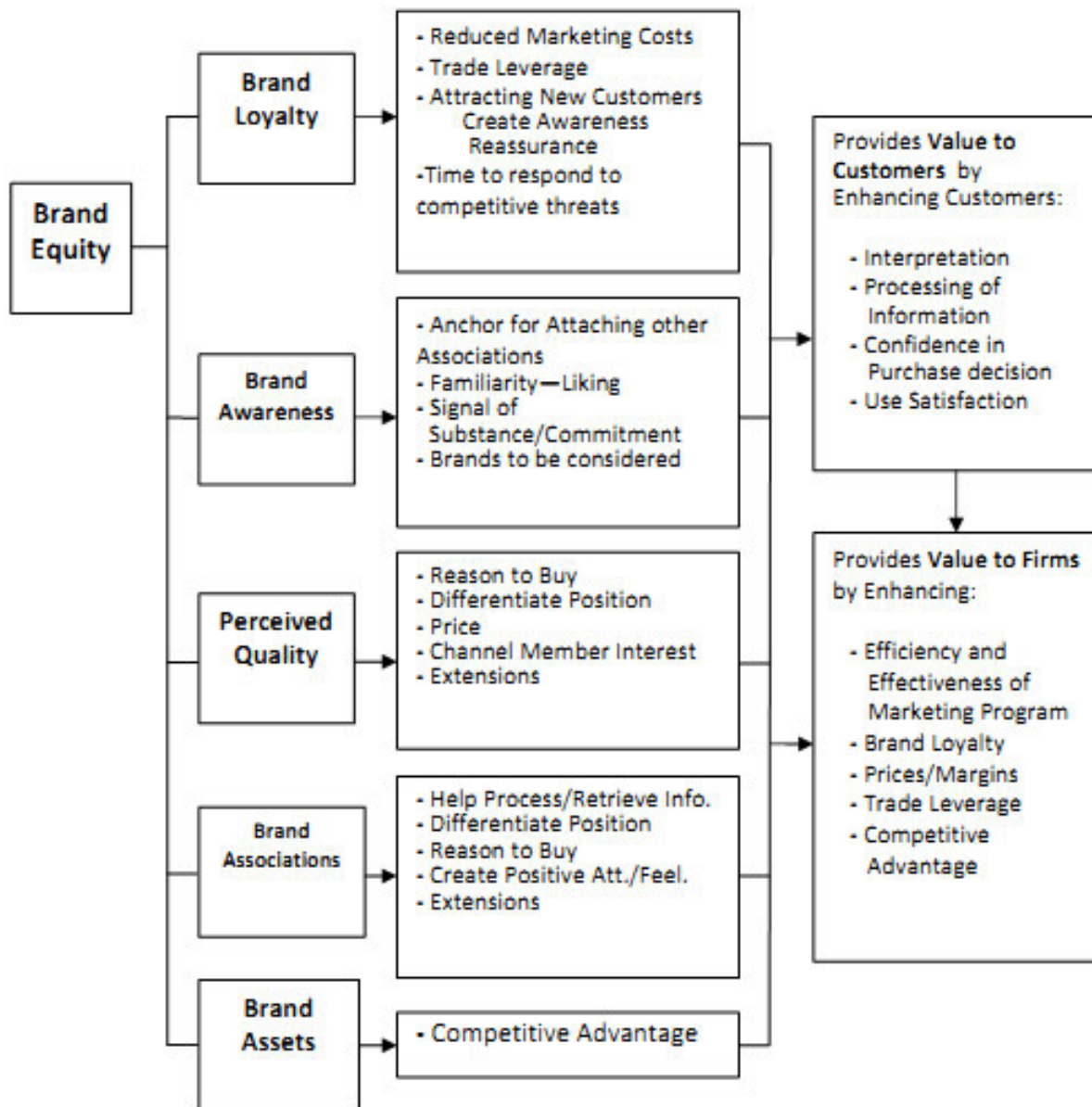


Figure1: Aaker's Customer-Based Brand Equity Framework (source: Aaker's (1992, 1996

Literature Review

Faithful, G., 2018 in his article titled Dark of the world, shine on us: the redemption of Blackness states that the movie Black Panther poses sophistication by virtue of

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blackness of the characters. He goes on to state that this is a contrast to the longstanding tendencies which we see in the mainstream movies towards tokenism, stereotyping, and victimhood in depictions of people of African descent.

The movie is a clear indication that it's a movie that tells a story that is told by black people for black people (as well as for others), this making what the researcher is seeking to uncover that the movie had an impact. This is what the proposed research seeks to uncover in-depth.

However, Curtis, N. 2019. in his *International Journal for Semiotics of Law*, states that the movie received a lot of critical attention for its direct engagement with black experience and black politics. The proposed research aims to gather insights that will prove this statement wrong.

Strong, M.T, and Chaplin, K.S. 2019 highlights how people globally fully embraced the movie when it was released, this was through their outfits inspired by this movie. These outfits ranged from dashikis, crowns, lion sashes this speaking to one of the aims that this study intends to uncover in terms of the impact the movie had in society at large.

Prof. Paul Tiyambe Zeleza offers similar sentiments of Black Panther as the proposed research that the movie had exceptional entertainment value and historical significance. "The film bears the great weight of racial representation, of the brilliant possibilities of the past, present and future for African." This making the topic worth pursuing as proposed topic taps into the Afrofuturism trend. When defining Afrofuturism it's a cultural aesthetic that looks at literature, arts, music, music videos, fashion design, films and television programmes through a black lens.

The likes of Chikafa-Chipiro, R. 2019 do however have a different view point to the proposed topic, even though to some extent the writer agrees they bring compelling facts that oppose the proposed study. In the article titled *The future of the past: imagining black womanhood, Africana womanism and Afrofuturism in Black Panther*, Image & Text, (33), pp.1-20. It states that the release of the film proved to be a phenomenal

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black cultural text on so many levels. “The film has revitalised discourses on Afrofuturism, owing to the fact that the black themes it raises reconfigure representations of black lives and history that have mainly been steeped in normative western categorisations.”

She disagrees with the proposed study because she strongly believes the movie has also proven to be phenomenal in its representation of black womanhood which, I would like to argue, engenders intimate convergences with the film's Afrofuturistic thrust. “In other words, Black Panther's Afrofuturistic re-imagi(ni)ng of black womanhood is African womanist-centric. Black women from Africa and the African diaspora are presented as an imagined community - they have a shared history of imperial and patriarchal domination among other forms of othering. Their representation is a return to the source of sorts which recalls African women warriors who have been celebrated in the African past but seem to have lost the significance of their prowess over time but still have prospects in a re-invented Africa.”

Campbell-Phillips, S. Campbell, S and Phillips, D. 2019 in their journal state the movie took the world and the black audience by storm not only did Marvel create a huge movie that had a black superhero, the majority of the cast was black. In addition to this the music featured in the movie was from black artists and it incorporated an African culture. The point the writers are making is that the movie was a celebration of black culture and heritage, this is light of the fact that there has been a lack of positive representation of blacks in films in general. In addition, the writers also point out that in other successful popular black movies the narrative in them portrays slaves, maids, gangsters etc. This making Black Panther a welcomed changes from the narrative that paints black people in this light. It is for some of these reason that there is a need to pursue the proposed study.

Gasarah, I. brings a somewhat different aspect of the movie which the proposed research will try and prove through its insights. In her article she talks about how the movie has failed as the 'messiah' African Americans see it as in a white-dominated

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comic world. She goes to mention despite that the movie celebrated diversity, it is problematic when the representation is flawed. "What starts as a superhero saving the world, soon becomes a power struggle between two Africans; this is problematic as it undermines the diversity and representation the film desperately needed to create, falling right into stereotypes."

Methodology

The research approaches the Interpretivism looking into trustworthiness. Furthermore, the paper uses the qualitative method, qualitative approach which will include credibility and transformative world view and mixed method approach.

Research Paradigm

Interpretivism

According to Rehman, A.A and Alharthi, K. (2016) as researchers, we have to be able to understand and articulate beliefs about the nature of reality, what can be known about it and how we go about attaining this knowledge. "These are elements of research paradigms." Put in simpler terms this is the way researchers understand the reality of the world as well as studying it.

Most of the research paradigms emerge from one of the two of the approaches to research that are positivist approach and interpretivism approach (Louis, 2000). For the purpose of this study the chosen paradigm is the interpretivism approach, this approach uses Qualitative research.

Taking a further look at what the purpose of a paradigms is that it serves as a representation of what is believed to be true by us, but yet we can't prove it. Through this a lens of principles that shape how we interpret the world around us.

The motivation behind the chosen paradigm is that it consists of peoples subjective experiences of the world, an even greater reason as to how this paradigm was chosen for this study.

The researcher believes that interpretivism is capable of profoundly penetrating the complexity of the social influence that the movie Black Panther generated through the insights that will be generated through the study. This will be through research methodologies which will be online surveys as well as focus groups. For the proposed research, the researcher will be collecting qualitative data.

Research Design

Research methodology is the path through which researchers need to conduct their research. It shows the path through which these researchers formulate their problem and objective and present their result from the data obtained during the study period. (Sileyew, 2019)

Methodology

Schwardt (2007:195) defines research methodology as a theory of how an inquiry should proceed. It involves analysis of the assumptions, principles and procedures in a particular approach to inquiry. According to Schwardt (2007), Creswell and Tashakkori (2007), and Teddlie and Tashakkori (2007), methodologies explicate and define the kinds of problems that are worth investigating; what constitutes a researchable problem; testable hypotheses; how to frame a problem in such a way that it can be investigated using particular designs and procedures; and how to select and develop appropriate means of collecting data.

Qualitative Research

Qualitative research involves collecting and analyzing non-numerical data (e.g., text, video, or audio) to understand concepts, opinions, or experiences. It can be used to gather in-depth insights into a problem or generate new ideas for research.

Population Parameters

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A research population is generally a large collection of individuals or objects that is the main focus of a specific research topic. However, due to the large sizes of populations, researchers won't be able to use the entire population. The research population comprises of the elements that are of interest to the researcher and is expressed using a unit of analysis (Kazerooni, 2001). For the purpose of the study targeting was as follows:

- Strategic & analytical thinkers based in Cape Town CBD
- Male & Female age from 18 – 60 years

Sampling

Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection. It is carried out by observation, and researchers use it widely for qualitative research (Fleetwood). A sample size of 300 respondents will be selected based on the following characteristics:

- Five groups of six people
- Mixed sex, age and mixed race (authenticity)

Data Collective method

The researcher will make use of online surveys as well as focus groups that consists of people with different race, age as well different backgrounds.

Data Analysis Method

The researcher will analysis the people & their perceptions. The methods that will be used will be coding following the steps of reading the text and identifying key words

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Anticipated Findings

The researcher anticipates to find that people possibly believe that brands try to manipulate their beliefs

Ethical Considerations and Limitations

Ethical considerations that will be taken into account will be the following:

- Research not to harm anyone & participants to give consent & are kept anonymous;
- People may not want to easily share if they are easily influenced; &
- Transport for the focus groups

Findings and Interpretation of Findings

The research conducted was an online survey and telephonic survey, from each of these research methods the interpretation was as follows:

Online Survey

The online survey was created and ran on Google Form, this survey consisted of 13 questions. The questions were structured in a way to get background on the participants as well to seek if the participants knew about the movie, all these questions can be found in annexure b. The structure of the questions needed to be in line with the chosen approach, which is interpretivism. The survey was generated in order to explore and uncover whether people believe that movies such as the Black Panther can influence the way they think and act. When the survey was created it was done with the hope that 300 participants will take part in the survey however due to time constraints as well as other factors such as the COVID -19 pandemic are examples of such restrictions. That is why the survey had 26 participants. Additionally, the aim was to also run the survey for four weeks however this did not happen as well. Before taking part in the survey all those taking part were asked that by partaking they are giving their consent. It was also stated that they would remain anonymous at all times as well as the input they gave, they were also given the option to withdraw their data at any point should they feel the need too. Below is the survey findings:

Question one to five:

The first five questions in the survey are close ended questions that asked the partakers their gender, ethnicity, province that they come from, if they were South African citizens and age. The purpose of these questions were to understand the type of participants taking part. This was in order to get a clear idea for the reader to see. The results of the five questions were as follows:

- 92.3% of the responders were females and 7.7% were males

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- 88.5% of the responders belonged to the African ethnicity group followed by 7.7% to the white and 3.8% the coloured ethnicity
- 96.2% of the responders were South African citizens and 3.8% where not.
- 61.5% of the responders were between the ages of 26-32 followed by an equal percentage of 19.2% of responders who were between the ages of 33 – 40 and the other age group of 18-25 years of age.
- Lastly, the majority of the responders were from the Western Cape Province at a 53.8% followed by participants from the Gauteng province who were at 36.4%. There was also a 7.7% of participants from the Eastern Cape Province. Surprisingly there was a participant from Dubai.

Question six to eight

Questions six to eight in the online survey were drawn up in order to understand if whether the participants actually watched the movie Black Panther. These questions were seeking to also determine how soon after the movie release did the participants watch it as well as where did they watch the movie. The latter was to also add to the research purpose if whether the hype around the movie of dressing up when one went to watch the movie at theatre happened. These questioned yielded the following results:

- 92.3% of the participants actually watched the movie and 7.7% of the participants didn't watch the movie.
- 50% of the participants went to watch the movie at the theatre followed by 30.8% who streamed the movie and 19.2% of participants watched it on another platform.
- There was a tie of 38.5% between participants who went to watch the movie immediately after the release and those who waited for the dust to settle. Followed by another tie of 7.7% of participants who went to watch the movie after hearing reviews, also participants who were not interested in watching the movie and lastly, participants who didn't watch the move at all.

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Question nine

This question was created to get a sense of how the participants felt when it came to whether they felt brands dictate how they feel. The responses could not be quantified by percentages as it is the opinion of the participants. The results were as follows:

- Six of the participants stated that they do not feel that brands dictate how they feel. One from them stated that they are not a brand person. Another stated that they decide, based on if the brand aligns to their values/feelings, further alluding to the fact that should the brand do something against their values they no longer follow the brand. Another stated that they decide for themselves which brand influence them based on how reputable the brand is. Another participant stated that they are brand conscience.
- Three of the participants stated that they feel brands dictate how they feel to a certain extent. Explaining that it depends on how they feel towards the brands content and if they can relate to it. The other explained that this also depends on the person's personality and saying that strong minded individuals are not easily influenced.
- Lastly, the rest of the majority of the participants agreed with the statement. Some explained that brands can definitely evoke emotions by the visuals they use. Others went on to explain that this can be the case depending on how people feel and if the brand resonates with them. Others alluded to the fact that brands can influence people's aspiration through impactful storytelling. Others explained by stating that societal influences play a huge role on decisions made by people.

Question ten

This question was simply set to understand if whether people thought that movies (or brands) influence your societal beliefs. The results from this question is as follows:

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- 46.2% said maybe to this questions
- Followed by 42.3% who said yes
- 11.5% said no.

Question 11

This question also required the participants to explain if whether the movie Black Panther influenced their perception of black people. This question too isn't quantifiable in percentages, but rather opinions of those who took part in the survey. The results yielded from the question are as follows:

- The majority of the participants said yes, articulating that the movie made them look beyond their history as a black person. A history of slavery and segregation opening their eyes to the endless possibilities that black people could have achieved if their history didn't hold them back.
- Others also agreed that and said yes, stating that as a black person one needs to prove themselves.
- Some of the participants stated that the movie portrayed black people as stars as opposed other marvel comic movies. Others stated the movie
- They went on to state that the movie gave insights as to how African Americans see themselves – and their relationship with the other Africans. Another participant stated that the movie re-imagined how black people are represented on the screen. How they were portrayed being smart and being the centre of the story.

Question 12

This question was an open ended questioning seeking to understand from the participants if whether the movie Black Panther left a lasting impact. This was to get their opinion, the results from that question was as follows:

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- 57.7% of the responders said yes to fact that the movie left a lasting impact
- Followed by 23.1% responders who said maybe
- Then 19.2% of the responders said no

Question 13

This question required the responders to explain themselves as it asked their opinion on whether there is a need for more movies like Black Panther. Results can't be quantified but they were as follows:

- The majority of the responders agreed and said yes that there is a need for such movies. They went as far as stating that such movies boost the morality of black people. In elements such as achieving your goals, the fact that they even went as far as using South African gave them sense of pride.
- Some stated that the use of black superheroes' will leave lasting impact on the kids and it will give them something to aspire too. This was something very monumental and very rare
- Some viewed the movie as a teaching of the history which is very important for the future generation.
- Others spoke to the representation element of the movie which is deemed an important aspect which shapes society especially in storytelling
- Lastly, some mentioned that the narrative of black people was changed instead of the typically thieves etc.

Telephonic Interviews

In this study aimed at understanding the experiences of individuals who watched the movie Black Panther telephonic interviews were conducted. These replaced the focus groups which researcher hoped to do, but due to the COVID restrictions they didn't

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happen. The questions asked during the telephonic interview, were the same as the online survey. This too was done in order to support the chosen research approach. The proposal was aiming to 5 groups of 6 people in a sample group mix sex and mix age groups and mix race, this was the aim of the focus groups. However two interviews where done.

Questions one to five

The first five questions in the survey are close ended questions that asked the partakers their gender, ethnicity, province that they come from, if they were South African citizens and age.

- There was a 50% split of the participants who took part in the telephonic interviews, which consisted of one male and one female.
- One of the participant was from the Gauteng province the other from the Westerns Cape Province.
- Both participants were Africans
- They were between the age of 26-32 followed by the age of 33 – 40.

Question six to eight

Questions six to eight in the telephonic survey were drawn up in order to understand if whether the participants actually watched the movie Black Panther. These questions were seeking to also determine how soon after the movie release did the participants watch it as well as where did they watch the movie. Their response was as follows:

- Both participants watched the movie, stating that they watched in the theatre
- They even went as far as dressing up for the movies in their tradition attires considering the hype globally.
- Lastly, the participants immediately went to watch the movie as the pre- hype of the movie made them not want to miss out.

Question nine

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This question was created to get a sense of how the participants felt when it came to whether they felt brands dictate how they feel. They was a sense of an agreement between the two participant and they stated the following:

- Both felt that brands have a huge influence on how people feel, however brands tend not to know the extent in which they have this power.
- They agreed on the fact that how they feel at a certain will influence their decisions.

Question ten

This question was simply set to understand if whether the participants thought that movies (or brands) influence your societal beliefs. The results from this question is as follows:

- There was also a sense of agreement to this question from both the participants. They even went as far as mentioning the fact that they wore their traditional outfits, this was simply because if the sense of pride and inclusion the movie made them feel.

Question 11

This question required the participants to explain if whether the movie Black Panther influenced their perception of black people. The two interviewees said the following:

- One said yes, purely because it provided insight on black culture from a different perspective than usual.
- The second participant went on to say no it did not, the only thing it did show is that anyone can be a super hero.

Key findings and insights

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This section presents the findings if whether movies such as the Black Panther can influence the way the way people think and act. Having conducted the online surveys key findings were obtained from the research, with the findings we were able to lead to the key insights. All of this is stipulated below:

Findings and key insights from

In summary 92.3% of the participants watched the movie, 50% of them went to watch the movie at the theatre. With a 38.5% of consumers went to watch the movie immediately after the release. Key insight is that the movie was watched by many and the pre-hype of dressing up as well as watching it at the cinema was received. Especially since many have the option of watching it online. Lastly, people didn't want to miss out on the movie and went to watch it immediately. This all links back to the research questions of whether people think the movie Black Panther left a lasting impact in society. Linking back to the research objectives of determining if brands depict the true beliefs of their followers.

Additional key findings include the fact that participants agreed with the research question of whether brands dictate how you feel. Key insight is that most of consumer agree that brands dictate how they feel through evoking their emotions by the visuals they use. An additional insight was that depending on how people feel a brand can resonates with them. This too goes back to the research objectives of, ascertaining if brands stereotype the belief system of their consumers.

This warrants for further research on this study taking a closer look at how such movies do actually impact societal beliefs. Such a research to drive more conceptualizing of such movies and could change the status quo of how "Hollywood" movies going forward.

CONCLUSION

In conclusion it is evident that there has been some sort of influence the movie Black Panther has made within society. Such impact includes how the movie had portrayed

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blacks differently from the typical norm. The movie also was a story that was told by a black for the black people, from the characters, sound choice and the design of all the costumes.

This is the first time in history that we have seen such excellence from a primarily 'black' film, which has proven that the commercial model that Hollywood has been operating on which argues that black led movies do not sell tickets.

The ideology shift towards a narrative that includes a more diverse story telling was one of the other key points Prof Paul Tiyambe Zeleza brings out, another aspect that proves the relevance of this study.

Apart from the global success the movie acquired, it also became a Marvel in the African continent, the success is largely due to the aesthetics being influenced by aspects of cultures in Africa. Therefore, the aim of this research is to explore the brands influence on societal beliefs.

Chikafa-Chipiro points out that the release of the film was phenomenal, a reflection of black themes through the representation of black lives. She only agrees to a certain extent with the proposed study. She states that the movie has revitalised discourses on Afrofuturism, representing themes such as black lives etc. The data that will come from the proposed study will prove this writer otherwise.

The purpose of this study is to explore and uncover whether people believe that such movies can influence the way they think and act. Tapping into elements mentioned by many of how the movie was not solely a superhero movie, but rather a showcase of the black cultural journey.

Campbell-Phillips, S. Campbell, S and Phillips, D. 2019 also support the relevance of the study stating that the movie was indeed a celebration of black culture and heritage, making the relevance of the study crucial.

In countries such as South Africa where the film is not only saw unprecedented numbers in revenue but in cinema attendance which had begun to decline over the past few years. It had revived the cinema going experience as well as introduced a new

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audience who were open to such content and left them hungry to see more content like this.

The success of the film in the territory is largely due to the aesthetics being influenced by aspects of cultures in Africa. John Kani who played the slain king of 'Wakanda' in 'Avengers: Age of Ultron' as well as 'Black Panther' has expressed on numerous occasions how he influenced the director Ryan Coogler to make IsiXhosa which is a native South African language, to be the official language of the film's fictional country 'Wakanda'. Atandwa Kani and Connie Chiuma were also two local actors who play pivotal roles in the film not to mention the soundtrack which was produced by Kendrick Lamar featuring South African artists such as Babes Wodumo and Sjava. The film also showcases an array of costumes which are inspired by various ethnicities from the continent which give it a uniquely African feel.

The influence the movie has had is phenomenal as it put Hollywood to shame with its poor record of representation, the movie was discussed on social media and once an individual refers to #WakandaForever people know what you're referring to. Black Panther has inspired a global movement in style, music, and storytelling since its release. It has broken through barriers, and inspired millions with its themes of empowerment and revolution.

"Black Panther" is more than a film. It carries the hopes of the global African movement. The buzz around Marvel's first black superhero film, was incredible, the hype of the movie didn't end in America only. Book clubs, comic fans, and movie lovers across the globe came together to host special screenings to watch the star-studded (and all black) cast.

There is no doubt that Black Panther brought new audiences to Marvel's cinematic universe, this making the study relevant as it will bring data reflecting the influence this movie had.

Current and previous studies have shown that consumers tend to respond and follow brands that tend to synthesize their beliefs, culture and the current status quo. Pautz

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(2015) explores the prevalence as well the quick accessibilities to movies today if whether this affects the audience watching. However, some studies have not delve deeper on how these movies/brands influence society.

This study will consequently attempt to measure how people feel, do they ever think that brands dictate how they feel. The study will also suppress the fact that brands tend to stereotype their consumers belief systems, without taking into consideration their real beliefs.

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List of Annexures

Annexure A: Concept Document Table

Annexure A: Concept Document Template

PROVISIONAL TITLE: What is my study about? A study about/around brands influence on societal beliefs

Research Purpose/Objective	Primary Research Question	Research Rationale	Seminal Authors/Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Anticipated Findings	References
I want to uncover whether people believe that brands/movies can influence the way they think and act I want to achieve the depth of how brands (or movies) influence society	I want to measure how people feel, do people think brands dictate how they feel? Do people think brands dictate the societal beliefs? Do people believe brands (or movies) forcefully dictate society beliefs?	Brands have a huge influence & have a huge following. It's important they act responsibly towards society. How movies also impact society ie : How Jews are sometimes portrayed as the evil group (stereotypes of Jews) Lastly, the lasting impact Black Panther had on society (Black nation)	Brand responsibility Brand trustability Trustworthy of brands	Theme 1: Influencing Beliefs and Behaviors of brands Theme 2: Branding and its effect on society Theme 3: The Revolutionary Power of movies Theme 4: How do movies affect society Theme 5: How movies can change our minds Theme 6: Consumers are trusting brands that take a stance Theme 7: Society wants more from brands	Interpretivism, Using the Qualitative Approach Uncover truth and deeper insights, this will be from open ended questions what they think. ie : if people are angry Do you think reality is consistence if brands act this way we will be angry all the time. Reliving the past, study will show that it's a both and social construction. Brands are bring taboo subjects that are sensitive from the past Uncover the truth of how people feel	Qualitative, Population Target population : Strategic thinker Analytical thinker Age group of 18 -60 ; Male and Female Which continent they come from Focus groups : Accessible population of people - 18 -60 in CT that are available for a meeting Online Survey : People 18 - 60 that have internet access Sampling	Online surveys Focus groups (different race, age, background etc) Transport for focus groups.	It's not harming anyone & people give consent & are kept anonymous People may not want to share if they easily influenced Transport for focus groups.	People possible believe that brands try to manipulate their beliefs	https://www.advertisnowweek360.com/why-influencing-beliefs-and-behaviors-is-essential-for-purpose-led-brands/ https://www.advertisnowweek360.com/why-influencing-beliefs-and-behaviors-is-essential-for-purpose-led-brands/ https://op-talk.blogs.nytimes.com/2015/02/04/how-movies-can-change-our-minds/
Research Problem	Secondary Questions/Hypotheses/Objectives	Key Concepts	Key Theories				Data Analysis Method(s)	Limitations	Anticipated Contribution	
Brands tend to stereotype their consumers/followers belief systems whereas serious consideration of their real beliefs should be applied	Research outline and not applying reality Do brands stereotype the belief system of their consumers? Do brand depict the true beliefs of the followers? Do brands force your thinking or are they dictating your thinking?	-Brand Responsibility; Manipulation ; Beliefs of brands Truth of the consumer; Stereotyping/Generalization	Aaker's Model will inform my study, exploring : Brand Loyalty Brand Awareness Perceived Quality & Brand Association			Purposful sampling method (non probability sampling) Online Survey : Probability sampling, simple and random and will taking 300 respondents for a duration of 4 weeks 5 groups of 6 people in a sample group mix sex and mix age groups and mix race (authenticity)	People and their perceptions (Coding: and follow the steps, read the text and see key words.) Line by line coding	People can't get onto the internet People haven't thought about this and are not familiar with their own views Transport for focus groups	Brands should take responsibility of their messaging Want brands to be aware of what their customers believe, and interpret things Brands should put some level of trust towards their consumers and not impose Consumers must not take things at face value & Should put their perspective/ beliefs always in order for them to project	

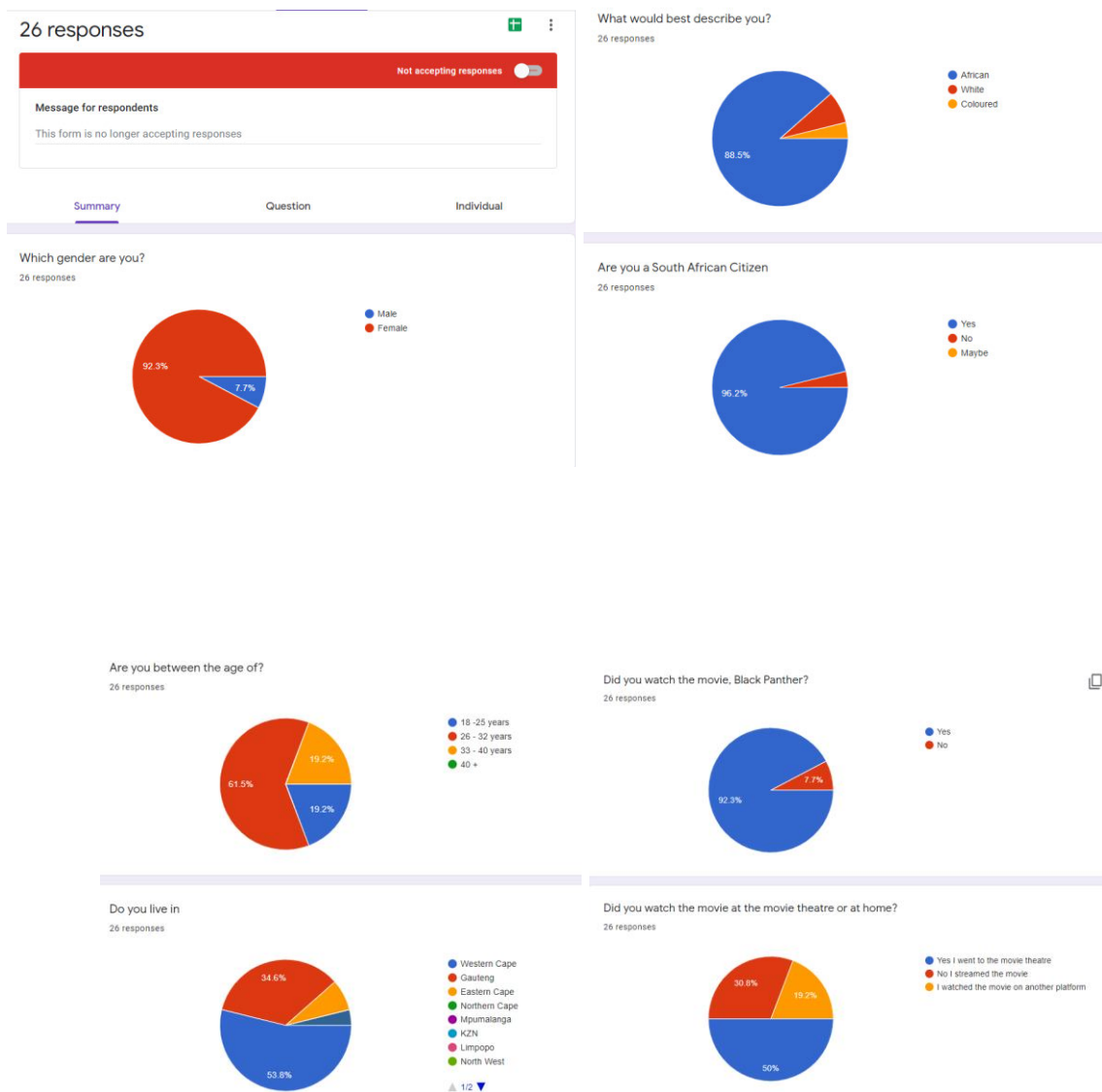
Annexure B: Sample Questions

Online survey and telephonic survey

1. Which gender are you? (Multiple Choice)
2. What would best describe you? (Multiple Choice)
3. Do you live in? (Multiple Choice)
4. Did you watch the movie, Black Panther? (Yes or No)
5. Did you watch the movie at the movie theatre or at home? (Multiple Choice)

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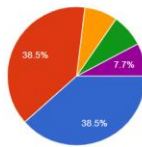
6. Did you watch the movie immediately when it was released or did you wait? (Multiple Choice)
7. Do you feel brands dictate how you feel? Please explain
8. Do you think brands (or movies) influence your societal beliefs?
9. Did the movie Black Panther influence your perception of black people? Please explain
10. Do you think the movie Black Panther left a lasting impact on society?
11. Is there a need for more movies like Black Panther? Please explain



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Did you watch the movie immediately when it was released or did you wait?

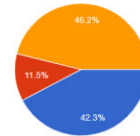
26 responses



- I watched it immediately
- I waited till the dust settled
- I watched it after hearing reviews
- I was not interested in watching the movie
- Haven't watched it

Do you think brands (or movies) influence your societal beliefs?

26 responses



- Yes
- No
- Maybe

Do you feel brands dictate how you feel? Please explain

26 responses

No iam not a brand person

No, I decide which brands are aligned with my values/feelings. Those brands influence me but if they advertise something I'm against I do not follow.

Yes

They can definitely inflict emotions by the visuals they portray.

Did the movie Black Panther influence your perception of black people? Please explain

26 responses

No

Yes, it made me as a black person look beyond my history as a slave or segregation and racism but opened my eyes to endless possibilities that black people could have achieved if their history was not disturbed

Yes, always having to prove themselves.

No, it was a fantasy of how we could be in a eutopian society but that's definitely not how black people live.

Annexure C: Ethics Checklist



HONOURS RESE, RESM and RMET ETHICS CHECKLIST

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Dear student

Please complete this checklist and include this in your proposals as an appendix:

Student name: **Kuhle Mkize**

Title of the research: **A STUDY ABOUT BRANDS INFLUENCE ON SOCIETAL BELIEFS**

	Yes	No	Comment:supervisor/ navigator/lecturer
I am not using human subjects: i.e. I use visual artefacts or visual observation			
I intend to use human subjects - I understand that I will not conduct research with human subjects under the age of 18 and other vulnerable groups. - I understand I can only proceed once I receive an ethical clearance letter.			
Interviews/ Focus groups An example of the <i>written consent form</i> I intend to use is attached.		✓	
I will record the interview/focus groups and the sample of the letter where I ask for permission to do so is attached.	X		
I plan to use an interview schedule: The example of my research instrument is attached.		X	
I plan to use a questionnaire: The example of my research instrument is attached.			

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I plan to use a gate-keepers letter: The example of my letter is attached.		X	
I plan to do research on an IIE site/ with IIE students/staff/artefacts and I filled in the application for permission to do so. The application is attached. I understand I can only proceed once I receive IIE Approval for this.		X	

Signed: student.....K. Mkize.....

Annexure D: Ethical Clearance Letter



18 August 2020

Student name: Kuhle Mkize

Student number: [REDACTED]

Campus: CAPE TOWN

Re: Approval of BA Honours in Strategic Brand Communications- 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.

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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.

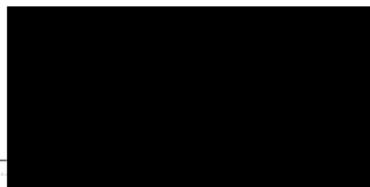
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4. The researcher is responsible for supplying and utilising his/her own research resources, such as stationery, photocopies, transport, faxes and telephones and should not depend on the goodwill of the institutions and/or the offices visited for supplying 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:



D. Bernhardt



Campus Postgraduate Coordinator (CPC): Carol Affleck

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